

Unit 1.1 – Media industry sectors and products – core learning

Part 1 – sectors in the media industry

1. There are 2 sectors, each with 4 sub-sectors within the media industry. Name them.

Sector 1:

Sub-sectors:

a

b

c

d

Sector 2:

Sub-sectors:

a

b

c

d

2. Name **two** products that might be produced in the print publishing sub-sector

1

2

3. Name **two** products that might be part of the interactive media sub-sector

1

2

4. Name **two** products that might be part of the internet publishing sub-sector

1

2

5. **Explain** the difference between print publishing and digital publishing. Use examples of products from each sub-sector in your answer

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6. **Explain** the key differences between the **two** media industry sectors

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Part 2: Media industry products

7. There are **13 products** listed by the exam board. Produce a mind map to list them.

8. Give two examples of video products

1

2

9. Music is one type of audio product. Name **two** other products that could be considered as audio products

1

2

10. Special effects and visual effects are used in the film and television sub-sectors.

a) Define the term **special effects**

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b) Define the term **visual effects**

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11. Name a type of device that could be used to read an e-book

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12. **Explain** the difference between virtual reality and augmented reality. Use examples of products in your answer.

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13. Multimedia products are used in the interactive media sub-sector. Describe the sorts of products that this sub-sector might produce and the types of multimedia they may include

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14. Which media sector would a website be most likely to be included in?

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15. Some media products can be part of more than one digital media sector.

Explain why some products can be part of more than one sector. Use examples of products in your answer

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