

# DIPLOMA IN MEDIA AND COMMUNICATION

MCG 204

MASS MEDIA & SOCIETY

WEEK 11

Mass Media Audience

# Creating Brands

- Brand names are an essential ingredient to marketing success.
- Successful brand names become symbols of trust and reliability.
- Brand names establish brand loyalty

# Creating Brands

- Culture producers must find other ways of establishing the equivalent of brand names
- Two ways : genre and style  
: the star system

# Genre

- To create something akin to a brand name
- To employ the use of genres and styles within genres
- To emphasize the sameness or relationship of one cultural product to another.

# Style

- Typically emerges from the activity of culture creators.
- Culture – producing organizations must give creators room to create, so that innovations can occur.

# Style

- It most often requires the conscious activities of cultural industries to take innovations and define them as a particular style.
- For example, in the music industry styles grow out of the work of musicians and a few record producers who may themselves achieve something akin to the status of artists.

# The Star System

- In culture industries, stars are the closest thing to a brand name.
- For audience interested in a particular genre, stars carry with them a track record of success.
- Stars elevate particular products, and also help create an identity for an entire network or other culture-producing organizations.

- Images of the audience
- The market for a product refers to the image trust producers hold of who are the likely consumers.
- Producers develop beliefs about whether or not there is a market for a particular product and what the market characteristics are.