

DIPLOMA IN MEDIA AND COMMUNICATION

MCG 204 MASS MEDIA & SOCIETY

WEEK 13 Media Organisation & Occupations

Cultural Products

- The process of transforming creative activity into marketable products by cultural organizations
- Types of cultural products include:
 - Private goods
 - Quasi Private goods
 - Quasi Public goods

Private Goods

- For private or individual use
- E.g. books, recordings, video games, CD-ROMs, etc.
- Products are promoted with the use of:
 - creative packaging
 - prominent store placement

Quasi Private Goods

- Plays, exhibitions, concerts, movies and live performance
- People consume products in close proximity while maintaining private space
- Expensive
- Performance has to be reproduced again and again for a new audience

Quasi Public Goods

- Television and radio programming
- Free to the public
- Cannot be sold in the traditional sense
- Creating value depends on relationship with advertisers