

# DIPLOMA IN MEDIA AND COMMUNICATION

MCG 204  
MASS MEDIA & SOCIETY

WEEK 14  
Media Organisations &  
Occupations

# Organisational Requirements

- Cultural creators have creative freedom
- Creative freedom must meet organisational requirements:
- Must take correct form:
  - E.g. Music on radio – short,
  - E.g. TV programmes & movies – restricted length
  - E.g. Art for museum - must fit into gallery

# Organisational Requirements

- Must produce at correct time & rate:
  - Cuts downtime and loss of market
- Must be marketable:
  - E.g. Not marketable - comedy about dying people in hospice

# Star Power

- Star power can come from an individual or a group of people
- Star power makes it hard for organisations to achieve specified conditions
- Known “rule of thumb”: Big star = greater creative freedom = harder to set organisational rules

# Supply of New Material

- Media products have limited 'shelf-life'
- Novelty wears off fast
- Economic value declines

# Organisations & Occupations

- Organisational products lead to certain organisational forms and occupations
- Division of labour between producing and performing
- E.g. music composer and performer or choreographer and dancer
- Organisational necessities and occupations  
differ according to stage of production process