

CSP: Arctic Monkeys and One Direction		Exam Paper: Media 1 Section B	
Questions you might be asked: Media Industries or Media Audiences			
Essay Example Title: How does the music industry sell records? (20 marks) In your answer you must consider: • The types of music companies • marketing: alternative methods of promotion • Publicity and image			
Points:	PEETTL Paragraph Major record labels such as Syco utilise multi media platforms like the X Factor to grow their own talent. One Direction were formed during the show, finished third and were signed to the record label Syco as soon as the show was completed. This meant that they had a ready-made audience prior to releasing a single and would have guaranteed single sales from an audience that had already bought into their brand. Having been created on the show, Simon Cowell (who is also the record label executive) was able to manipulate the band's image to maximise their profitability as a band and ensure they conformed to the conventions of a typical boy band. This ensured that they would have appealed to the female gaze theory. Their looks and modern dress would have appealed to young females as an aspirational "boyfriend" ideal and their clean-cut non threatening image would appeal to older parental figures. This is in contrast to a band such as the Arctic Monkeys. The Arctic Monkeys were self made and built up their own image through self-promotion before signing for Domino who continued to exploit their presence on the emerging social media. They allowed their products to be shared via illegal download sites in order to reach their target audience. This was much cheaper for them, as it significantly reduced their comparatively small marketing budget. Their fans would have initially shared the music	PEE Paragraph Point: Major record labels such as Syco utilise multi media platforms like the X Factor to grow their own talent. Evidence: One Direction were formed during the show, finished third and were signed to Syco as soon as the show was completed. This meant that they had a ready made audience prior to releasing a single and would have guaranteed single sales from an audience that had already bought into their brand. Explain: Having been made on the show, Simon Cowell (who is also the record label executive) was able to manipulate the band's image to maximise their profitability as a band and ensure they conformed to the conventions of a typical boy band. COMPARISON: Point:	

	to satisfy their need for entertainment, however, the online community that developed would have provided a sense of belonging (Maslow) particularly with niche fans who enjoyed indie music and online communities developed from there. The Arctic Monkeys therefore used these audiences to build their brand for them by sharing their product throughout these online communities and the P2P sharing enabled like minded fans to receive news and new output from the band. Both record labels would have maintained their bands image to appease these dedicated audiences in order to sell records and to build the bands reputation.	This is in contrast to a band such as the Arctic Monkeys. The Arctic Monkeys were self made and built up their own image through self promotion before signing for Domino who continued to exploit their presence on the emerging social media. Evidence: They allowed their products to be shared via illegal download sites in order to reach their target audience. Explain: This was much cheaper for them, as it significantly reduced their comparatively small marketing budget.
Essay Example Title: Compare how 1D and Arctic Monkeys attract a youth audience? (20 Marks) In your answer you must consider: - The way the band is marketed (alternative/mainstream - backing) - The different audiences (niche/mainstream) - The band's image (alternative / not band manufactured) good looking lads in videos -		
Points - Image of both bands and impact of this - Audience types and how this makes a difference	PEETTL Paragraph One Direction attract their young, predominantly female mainstream audience through their image. The band are presented as clean cut, boy next door non-threatening young men who follow the stereotypical boy band trope. In their music videos they are frequently seen looking directly at the camera and this gives the impression that they are singing directly to the audience. This image is continued in their media presence. They are unlikely to be seen undertaking any activities that would be taboo including smoking or drinking publicly. A young audience is likely to be drawn to a band like One Direction predominantly to be entertained but there are also elements of a requirement to identify with the characters and situations in that they feel an aspiration to identify	PEE Paragraph POINT One Direction attract their young, predominantly female audience through their image. The band are presented as clean cut, boy next door non-threatening young men who follow the stereotypical boy band trope. Evidence: In their music videos they are frequently seen looking directly at the camera and this gives the impression that they are singing directly to the audience.

	with the “love interest” character that appears in their videos. In the video for “History”, the band can be seen in a close up shot singing directly into the camera. For an audience member they would feel as though the song is about them as they are now in place of the love interest character. This is in contrast to the Arctic Monkeys. Audiences that identify with Arctic Monkeys identify with the bands attitude and dress. The band are known for being rebellious, they play their own instruments and this appeals to a niche audience. The Arctic Monkeys used an emerging social media to engage with their audience and successfully created a word of mouth effect that would appeal to an audience. This audience would have been driven by a need for to socially interact with others and engage with one another regarding this shared interest. These early adopters would have shared the band’s output and would have then become opinion leaders for other fans. Their video for “I bet you look good on the dance floor” featured the band playing their own instruments and this gave the band credibility with this niche audience.	Explain: This image is continued in their media presence. They are unlikely to be seen undertaking any activities that would be taboo including smoking or drinking publicly. COMPARISON: Point: Contrastingly audiences that identify with Arctic Monkeys identify with the bands attitude and dress. Evidence: The band are known for being rebellious, they play their own instruments and this appeals to a niche audience. Explain: The Arctic Monkeys used social media to engage with their audience and successfully created a word of mouth effect.
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