

RADIO 1 BREAKFAST SHOW REVISION

Compare the style and content of these two online articles
'Nick Grimshaw to leave Radio 1's Breakfast Show'

<https://www.theguardian.com/media/2018/may/31/nick-grimshaw-quit-hosting-bbc-radio-1-breakfast-show>

<http://www.dailymail.co.uk/news/article-5790129/Nick-Grimshaw-stepping-host-BBC-Radio-1-breakfast-show.html>

What do the two articles tell us about

- advantages of online media over traditional print platforms
- contrasting audiences & media styles
- Commercial aspects of the UK press
- Celebrity culture & commodification
- Other media organisations and their attitudes to the BBC
- Point out any other interesting similarities and differences

1 Times of The Breakfast Show

2 Target audience age -group

3 When did Nick Grimshaw take over and from whom?

4 R1 Playlist is decided by a

5 A List songs- how many weekly plays?

B List?

C List?

6 Why is there a Brit List?

7 Give the 3 main aspects of the BBC's general role as a public service broadcaster

8 Apart from music, what else does Radio 1 aim to provide (its 'remit' = obligation, mission, duty)

9 It aims to avoid 'globally homogenous' music. Meaning of homogenous?

10 Emphasis on promoting new artists especially from where

11 How is R1 funded?

12 Why no advertising?

13 R1 should deliver content that is High quality, original, challenging, innovative and engaging, and should nurture UK

14 If it aims to expose listeners to new and sometimes challenging material, this means it gets audience out of

The filter bubble. The echo chamber. The data harvest

15 BBC news is meant to be accurate, independent and

Subjective Biased. Impartial

16 Alongside more familiar music, R1 aims to provide listeners with (choose one) popular content more diverse & original content. more US music

17 Which one of the following is NOT one of the 6 public purpose features

- a) Stimulating creativity & cultural excellence
- b) Promoting education and learning
- c) Promoting citizenship & civil society (Brit values)
- d) Reflecting the UK's nations regions and communities
- e) Promoting the UK's Armed Forces
- f) Bringing the UK to the world and the world to the UK
- g) Promoting tech innovation & new forms of communication

18 The general trend regarding listeners for R1 Breakfast Show is according to

19 How do R1 bosses defend this trend?

20 YouTube, Twitter, Facebook are examples of social media which encourage interaction

21 WHAT DID THE BBC ANNOUNCE IN MAY 2018 ABOUT THE FUTURE OF THE BREAKFAST SHOW?

Make sure you look again at theories of media ownership and concentration: (Needed for Year 12 exam but won't be expected for this section in the real A-Level).

Curran & Seaton – *the power of traditional media and their allegiance to corporate commercial interests*

David Hesmondhalgh – *the commodification of culture*

See theory zone +

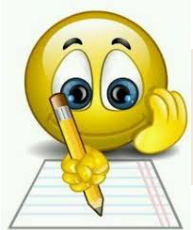
<https://www.youtube.com/watch?v=QcoZZCSdXl8>

You should also remind yourself about **Clay Shirky's** views on audiences

amateur, active, critical, involved, participatory, interconnected, counter-hegemonic, citizen journalists- thriving in a user-dominated age of digital media, bypass gatekeepers)



Sample questions:



1) How does R1 Breakfast Show try to attract younger listeners? How successful is it? You must refer to actual content as well as general principles. Don't forget online platforms.



2) Explain why popular music radio programmes struggle to gain recognition as Public Service Broadcasting. Refer to The BBC Radio 1 Breakfast Show to support your answer.

In your answer you must also:

- Explain how political, cultural and economic contexts influence the status of popular music radio programming. You should refer to Clay Shirky views on modern audiences and David Hesmondhalgh's opinions on corporate institutions.

ANSWERS

1. 6.30-10.00 weekdays
2. Under 30s
3. Sept 2012 Chris Moyles
4. Committee
5. A LIST 25 B LIST 15 C LIST 8-10
6. To promote new Brit artists
7. Inform Educate Entertain
8. News, docs, advice relevant to 15-30 audience
9. The same
10. UK
11. Licence fee
12. It's a PSB
13. Talent
14. The echo chamber
15. impartial
16. More diverse and original content
17. Promoting the UK's armed forces
18. Falling RAJAR
19. Listeners are using other platforms Over 30s are being scared off (says Ben Cooper, Controller of R1)
20. Platforms
21. 1. Not Fridays. 2. Greg James will take over from Grimmy in Sept 18; swap jobs: NG will take over GJ's drivetime slot

Other resources:

This one is the best:

<https://www.slideshare.net/Katrinabrookes/radio-1-breakfast-show-lesson-1>

Next best

<https://www.slideshare.net/Katrinabrookes/lees-group-radio-1-breakfast-show>

Worth a look:

<https://www.slideshare.net/jude.holmes/radio-1-breakfast-show-revision-ym-jh>
