Title  New media and its impact on marketing communications

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NEW MEDIA AND IT'S IMPACT ON MARKETING COMMUNICATIONS

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ABSTRACT

New media marketing is now a crucial weapon in a company's quest to communicate with their target audience. In particular, the widespread adoption of the internet has presented significant opportunities, as has the convergence of various mediums. Recent TV programmes such as Big Brother and Pop Idol have successfully integrated mobile technology with internet and traditional TV. This has provided for additional opportunities for communicating with the programme's target audience. Additionally, companies are increasingly adopting new techniques such as viral marketing, SMS messaging and e-mail marketing.

This research programme has culminated in a 30 minute documentary that provides a critical overview of the current state of these technologies. Major areas covered are advertising, in the form of traditional websites, banner ads and SEO. Direct marketing covering the topics of e-mail marketing, viral and SMS marketing. And marketing PR covering blogs, social media and online discussion forums.

The final documentary produced achieved its overall aim of providing a comprehensive overview of new media marketing technologies for an audience of marketing professionals. However, there were apparent weaknesses in terms of documentary form.
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**Introduction**

New media technologies are providing companies with ever greater options in their quest to communicate with consumers. In particular the widespread adoption of the internet has presented significant opportunities, as has the convergence of various mediums. Recent TV programmes such as Big Brother and Pop Idol have successfully integrated mobile technology with internet and traditional TV. This has provided for additional opportunities for communicating with the programmes target audience. Additionally companies are increasingly adopting new techniques such as viral marketing, SMS messaging and e-mail marketing.

The aim of this programme of study is to critically investigate the way that media technologies are being used to communicate with consumers. To achieve this aim, a learning programme will be undertaken to provide a foundation of media theory and technologies together with marketing communications theory. This will include studying the topics of production research, visual culture, documentary theory, media technologies, marketing communications and e-marketing. The output of the study programme will be a documentary in a critical journalistic style (e.g. The Money Programme). Additionally a report will be produced outlining the foundations for the programme and critically analysing each stage of the production process.
Foundation Knowledge

The foundation knowledge element of my programme consisted of a series of targeted learning areas which once completed, would provide me with the knowledge I required to produce my final documentary.

New Media Technologies

What is new media?

The term new media has captured the world's imagination over the past 10 years. As a term it is often applied to a number of different areas, but is generally associated with the digitisation of media. This covers the digitisation of the production, post production, delivery and consumption technologies. The 'new' element of the term covers the fact that this technology is new compared to the traditional media technologies of say TV or Cinema which were traditionally analogue based.

New Media Chain

Production

New media content is generally produced using digital equipment. This
would be a Digital Video camera using the DV or DVCAM format, or a digital camera to capture visual information. Sound on its own can be captured via digital technology such as a mini disk recorder or DAT (Digital Audio Tape). The benefits of this and most digital equipment is that it is generally a lot smaller than its analogue equivalents and the quality is generally markedly better.

**Post Production**

Once the content has been captured new media technology allows manipulation via a PC. The digital content may be edited and manipulated using a Non Linear Editing package such as Avid or Adobe Premiere. Special effects can then be created using applications such as Adobe After Effects or Newtek's LightWave. Sound can also be manipulated or created using software such as Steinberg's Qbase SX or Adobe Audition. Having the media content stored in a digital format means that the potential for manipulation are virtually limitless.

**Distribution**

Once created there are a number of different methods that can be used to distribute the media text:

**CD/DVD**

The CD was the storage medium that started the digital media revolution way
back in 1982. And 23 years later it is still a major storage format. The majority of software is still sold on CD and it is still the main music storage format, although digital file formats such as MP3 are beginning to weaken its dominance.

There was a brief period in the early to mid 1990’s that it was used to distribute films in the VCD format, but it was never a huge commercial success due mainly to the fact that it could only hold an hours worth of VHS quality video, whereas a standard VHS cassette can hold up to 4 hours (Whatis.com 2004). The arrival of the DVD in the late 1990’s all but killed this format, although it is still popular in parts of Asia such as Thailand and China.

The DVD however, with it's basic 4.7 GB storage capacity is the current king of the digital storage arena. The increased capacity means that the quality of the overall digital content (usually a film) is greatly improved. Additionally it has enabled the storage of additional content such as director's commentary and 'making of...' documentaries. These factors have helped make it a huge hit with consumers.

The future direction of DVD technology is a little uncertain, with the forthcoming next generation DVD recorders, the so called Blue-ray and HD-DVD (High Definition/High Definition) machines. These rely on 2 different incompatible technologies which both have there strengths and weaknesses. Which of these technologies succeeds will largely down to which one can obtain critical mass of content. Deals are currently being made between the Hollywood studios and the supporters of each of the technologies and who ever attracts the most support will probably have the best chance of success (Williams 2004).
Cable

Cable technology was originally used to deliver analogue signals over physical cables but now digital signals are being increasingly used. This allows for a much more efficient use of bandwidth especially when allied to the technology of multiplexing which allows a single channel to be split into many (Thomas 1998).

Cable companies have been quick to exploit advances in technology and, although having a slow start in the UK, they are now becoming more prevalent. They now offer not only traditional TV content but increasingly high speed broadband and telephone access as well. All excellent ways of increasing revenue.

Satellite

Satellite transmission is reliant on the use of geo-stationary satellites. Initially it was used to transmit signals to large dishes which were then relayed to homes or offices via cable (Long 1999). As technology has improved however, Direct Satellite Broadcasting (DBS) has become increasingly popular, with BSkyB being the only major DBS provider in the UK with 7 Million Subscribers (Stevens 2004).

The Internet

The Internet is probably going to be the major distribution platform in the future (Lipton 2004). Using it you will be able to gain access to countless media
products both professionally and not so professionally made.

Consumption

PC

The PC as a viewing technology is good in some respects and not so good in others. It is good in terms of its flexibility as it allows you to view virtually any type of digital media via a relevant plug in or software application. For example you can view DVDs via a software player or music via Windows Media Player. You may also use it as a 'virtual juke box' to store and play all your media content. It is however not ideal for viewing over long periods of time. How long will you spend sitting in front of a PC watching a film?

TV

The TV is THE entertainment centre in the majority of households. It is where people will sit for long periods. Where the family will congregate after meals etc... And with the connection of the TV to different delivery mechanisms such as the Internet, there are a whole world of potential opportunities. It will not be long before streamed content will be viewed via a TV. Also TV based gaming will soon be appearing more widely.

Digital Cinema
Digital Cinema is now developing rapidly. It involves film being converted to a digital format, encrypted and then transmitted via fibre optic or satellite to a cinema for live exhibition. This means the film can be seen in digital quality all the time, which will eliminate the problems of wear and tear of traditional media. Additionally in the long run it should be cheaper as for a typical film there are 3000 to 5000 prints created at an estimated cost of $5 billion a year (Mindbranch 2000)

A big barrier to the switch over to digital cinema however is cost, which are estimated at being $25 Billion (Mindbranch 2000). Who exactly would pay this? The film studios, distributors or cinema chains?

Mobile Technology

The mobile phone is now becoming a viable viewing platform, and is set to become the 'viewers 4th screen after television (Castle 2004). Software such as windows mobile providing the windows media player and Real Networks real player are bringing video to the mobile phone.

This brings all kinds of new services to customers such as TV programs, films, video messaging and news stories. It also offers considerable potential new revenue streams for operators who are keen to recoup the costs from their 3G licence debacle.

Key Implications

Increased Inter-textual links
When a media product is produced such as a film or TV program there are ever more ways to increase the intertextuality of that media product. You may have the film as the central product but directly connected to this you may have the soundtrack album, the making of documentary, the book, the ezine, the fanzine, the game, the web site etc...

A recent example of the efficient linkage of media products was that of the show Endemol produced program Big Brother (Gibson 2003). As the central product you had the Big Brother programme. Directly linked to this you had the web site upon which you could watch live web streams of the inhabitants daily activities. You could vote for the housemate you wanted evicted. You could also find out more about each of the individual housemates by reading there on line profiles.

Probably the most pioneering use of technology on the show was that of the direct interaction via the mobile phone. Using it you could text votes of which housemate you wanted evicted. You could also obtained live text alerts of news from the house.

From a marketing perspective, the whole concept of Big Brother ideally suited to the shows major sponsor the mobile phone operator 02. The demographic audience of the programme was the 18-35 who are often the people with the highest proportion of disposable income. These are also the people who are the biggest embracers of mobile technology and so 02's high profile within the show was extremely useful. Also the fact that the web site played such a large part in the show meant that people
were 'locked in' to the big brother concept for a much longer period. The gossip that was generated around the programme was also a way of keeping it in the public conscious. All these things being extremely beneficial for sponsors.

**The Digital Divide**

The digital divide is one of the negative implications of the new digital age. It is to do with those who have access to the new media technologies (particularly the internet) and those that do not.

A popular way for the divide to be measured (Norris, P.2001) is by measuring the 'global divide', which is the division between nations, and a 'social divide' which is a division within a nations society. Both of these divides are crucial in the debate.

The problem with poorer nations is, as the west moves to the new digital age and the benefits that this brings, the poorer nations will fall further behind economically. There are some attempts being made to combat this. In Sri-Lanka there is a UNESCO funded radio station that has become an Internet hub for surrounding rural regions (Couldry 2004). Local people can come and learn how to use the Internet there. But this is not tackling the underlying issue that most people in the developing world don't have access to a phone, never mind Internet access.

The social divide is something that is more pressing within the developed nations, particularly as governments see the Internet as a crucial way of enabling electronic government (Lax 2004). Within these societies, although Internet access is
now getting higher, the uses to which people are putting it to are not always particularly useful. They may spend most of their time looking at the weather or football results rather than embracing the use of e-commerce or e-mailing their local MP.

**Digital Piracy**

One of the more negative implications of the digital revolution is that of piracy. Central to this issue is the clash between the traditional media distribution mediums such as Tapes, Videos, Books etc ... and the new technological distribution methods, particularly the Internet. Whereas there was a clear defined distribution channel in which media companies could control distribution with traditional media, with the new digitally encoded media, there controls are extremely limited.

Central to his problem is the clash of cultural philosophies between the media companies who produce the content, and those whom use the Internet (Thomas 2004). Where as the media companies believe in charging for whatever content is produced, Internet users would argue that, they have purchased the computer, they pay for the Internet connection so whatever information they consume should be free.

This is an argument that is valid from both angles. It is only fair that media companies (particularly music companies who appear to be the worst effected from Internet piracy) should be paid for there investment in talent. From the Internet users point of view they could argue that, they don't pay for other entertainment content such as magazines and newspapers on line, so why pay for the music? Additionally
until recently there has not been a viable alternative to illegally downloading music as the record companies have been slow to embrace the Internet so Illegal downloads have been the only option.

And so what of the future of this issue? It's difficult to see that, while available for free on peer to peer sites such as Kazaa or Morpheus that everybody will start to pay for there digital media. There will always be a large Internet based community who believe that everything on-line should be free. As music services start to improve though, and as larger companies enter the fray to increase competition (Law 2004), more users will begin to utilise the paid for services.

**Marketing communications**

This subject was studied by using self directed learning. A relevant literature search was conducted and then suitable text books were purchased as recommended by the Chartered Institute of Marketing (CIM). Topics covered included Engaging consumers, strategies for targeting customers and the way these strategies are implemented.

Upon researching the subject I discovered there were many different views and theories of how marketing communication worked, demonstrating it was very much an art as well as a science.

**E-marketing**

A literature search was carried out, and relevant prominent texts were sourced in this area. As most of the technologies were delivered on-line it was also possible to
experience first hand their deployment. For example I could go on any number of websites and presented with banner ads, or open my in-box and sample E-mail marketing.

Some technologies explored included:

- Basic websites
- Blogs
- Wiki's
- Chat Rooms
- E-mail Marketing
- Viral Marketing
- Search Engine Marketing
- Social Media e.g. Myspace, Friendster
- Mobile Marketing

This was difficult to study as it was evolving so quickly and a different technology or way of deploying a technology was being used. Also due to the flexibility of some of the technologies, there were many different ways in which they were being deployed. E.g. Blogs were being used as both traditional websites, PR resources, methods of advertising etc. Therefore I looked at one success case: that of Amazon

**A case study: Amazon**

Amazon.com. One of the worlds most successful e-commerce brands. During its 11 years of operation of it has become synonymous with the sale of on-line books
and efficient and effective customer service. But as with any company whether it be traditional 'bricks-and-mortar' or one of the more recently established 'dot.com' brands, there are inherent strengths and weaknesses. The aim of this essay is to assess the strengths and weaknesses the UK version of the company, Amazon.co.uk. Specific emphasis will be placed on the book side of the business, but consideration will also be made for the proliferation of the additional product lines which Amazon constantly seeks to procure.

Probably the major strength of Amazon is its brand name. When anyone mentions online books they automatically think of Amazon. They occupy that utopian space within a consumers consciousness whereby they are the first name thought of when there is a need to purchase an on-line book (Fill 2006). They were the first on-line book store and have benefited from the traditional strengths of 'first movers' within market sectors. In order to establish and maintain this dominant position they have continued to excel in a number of key areas.

First of all they are very effective at getting people to visit their site. The company is a heavy user of E-marketing. E-marketing is the use of electronic tools to promote a business (Strauss 2006). On an almost daily basis e-mails are sent to customers listing the latest offers the company feels may be useful to them. These are sometimes generic listing new major releases such a new Harry Potter book. They may also however be themed by different events e.g. (e.g. valentines offers). This can potentially prove extremely useful to a recipient as it presents them with a number of ideas for gifts without them having to think too hard about it. Probably the most innovative use of e-mail marketing however is the customisation of messages using
previous buying patterns as a reference. This works by analysing customers previous searching/purchasing habits and matching this with products within this area. So for example if a customer purchased a version of Photoshop previously, any new books about this product will be featured within the e-mail. Extremely beneficial for a consumer.

The companies use of search engine optimisation technology is also extremely efficient. As society becomes more technologically literate and embraces the internet further, when a person wants to purchase a new product they will often go on-line and ‘Google it’ to find further information. Amazon optimises its website to such an extend that on the majority of cases that a search for a product is done (and Amazon stocks it) they will be the first link to be returned. Connected to this, the company also subscribes to the major price search engines such as Kelkoo and Price Runner so that Amazon products are returned when consumers use this method also.

Another major method used to get visitors to the site is through the use of an affiliate scheme. This is based on third party sites providing links to Amazon and through this affiliates make money on the transaction. This is good for Amazon as it greatly increases traffic to its site without having to undertake extra marketing effort themselves. It can also act as good Public Relations as it is often charities that provide links such as this, and hence Amazon can be seen as helping these raise additional revenue.

A new innovation that Amazon has recently developed is the providing of search capabilities for third parties via the provision of XML services (Macintyre
2005). This means that web developers can incorporate the search database within their sites. This should further increase traffic to the Amazon site and help re-enforce the firms dominant position.

The price of the products offered by Amazon is also a key strength. In order to be truly successful a company needs to position itself as the lowest cost provider, product differentiator or niche player (Porter 1980). Amazon successfully realised the benefits on-line retailing could deliver. This helped it to establish itself as the price leader early on purely because traditional book retailers could not match the companies prices.

Once a visitor actually arrives at the site, the company is extremely clever at using the strengths of the technology to assist the visitor in the decision making process. The first page they are presented with is a highly personalized store front constructed by products that should be of use to them. This is based on the same technology used in the E-marketing and is constructed through customers previous interactions with the site either through searches or purchases. It’s like the user has their own personal store. This is excellent for the consumer because it minimises the searching they have to do. It also means that they may get ideas for other things to purchase in addition to the items they already went to the site to purchase. This should lead to increased sales for Amazon.

Once the consumer undertakes a search, results are returned for the chosen search terms. These results can then be ordered different variables such as the most
popular, the most expensive or the ones with the best reviews. This helps lead to speed navigation to the exact product the customer wants.

If a user doesn’t find the book they are looking for, another useful approach is the Listmania concept. This provides user constructed lists of other books within a particular area. Excellent for providing additional ideas. Also it is good for helping a reader gain more of a breadth of understanding of different books within the area.

Once a potential purchase is identified, to help the consumer further, the ‘search inside the book’ technology is used. This allows a potential customer to browse inside a particular book, allowing them to get more of an indication as to whether or not it would actually be useful to them. This is one of the big advantages a traditional bookseller had over Amazon, but the ability to see inside certain parts of a book has removed some of this advantage.

A new product that is based upon this technology is Amazon Pages (Chillingworth 2005) which is being offered in the U.S with the U.K. to follow shortly. This allows users to purchase individual pages or sections of a book. This should be another win-win-win situation for Amazon, consumers and the publishing industry. Amazon will generate additional revenue and can deliver this using a digital method which removes the costly handling and distribution of physical goods. Consumers will only need to purchase the parts of the book they need thus saving money. The publishing industry will also generate additional revenue.
Once a potential purchase is identified, to assist the customer further, reviews are provided of the book. This gives a potential customer a chance to read what others thought of a product and use this information as part of their decision making process. There have been problems with the use of this service with false review etc (Clark 2004) but it is still a useful barometer. Particularly useful as we now live in a society where we have too many choices and a search will often bring back countless homogenous products that are difficult to distinguish.

The concept of the ‘wish list’ is also an innovative use of technology to increase revenues. This allows registered Amazon users to create a list of the products they would ‘wish’ for in the event of a birthday, anniversary or any other special occasion. Friends and family can then access this list and order chosen goods. Once again this is a win-win-win situation for the gift giver, the receiver and Amazon. A lot of the headache of choosing gifts is removed for the giver. The receiver gets the gift they want, and Amazon makes a profit from the sale.

Once the purchase decisions have been made, the buying process is also simple. One click ordering has been utilized, so if the customer is a registered user they can literally order the products with one click. Extremely important in ever hectic lifestyles.

Once ordered, contact with the customer is maintained via e-mail alerts whereby messages are sent at each stage of the chain (i.e. order confirmation and order dispatch). Additionally the order may be cancelled at any stage, which helps make the customer feel in constant control of the buying process.
So, as we have seen Amazon as a company has a number of major strengths. There are however also a number of major weaknesses, which if not addressed could potentially damage the long term viability of the company.

One major weakness of Amazon is that it is in danger of opening up competition on too many fronts. It is constantly seeking to add new products to tempt consumers. It seems intent on constantly seeking to increase turnover at the expense of working on improving margins on existing product lines (Christman 2006). As additional product lines are added, new specialist skills are required to help manage them. It also moves the company away from their core strengths.

One of the major new initiatives the company is believed to be working on is a move into on-line distribution of media (Stone 2006). This is a potentially high risk strategy. There would un doubtably be synergy with the brand as it already offers music and film content through its site. It will however require huge investments in technology and management time. It will also pit the company against other industry heavyweights such as Apple and Google who would potentially have greater financial resources.

Another potential weakness is that as traditional stores move to improve security via new initiatives such as Chip and Pin criminal gangs are moving to the on-line world to target consumers. Cases of Phishing are now increasingly common (Thompson 2004) whereby users credit card details are stolen and purchases made using them. In Amazons case there are additional complications in relation to
companies use of third party resellers via its Marketplace facility. There have been cases (Morris 2004) where unscrupulous traders have used Amazon's trading facilities to offer bogus goods. Funds are taken but goods are never delivered. This can be extremely damaging to a firm's brand, particularly for one such as Amazon whose reputation is built on trust and reliability.

There is also a common practice that occurs whereby UK sales are taken by the US version of the site (Bone 2005). In June 2005 Amazon.com took 9.85% of UK visitors. Although these sales still go to Amazon as a whole, the overall problem is that pre-negotiated territorial rights are being ignored. This leads to strained relations with publishers who plan their releases in different markets to maximise revenues.

Another weakness of Amazon is that it will never be able to match the sheer experience of actually visiting a well-designed bookshop. There is no substitute for physically visiting one and browsing through different books. Having the personal attention of a knowledgeable shop assistant. Attending a book signing. It could be that Amazon will reach a certain size but then struggle to increase sales further as consumers stick with traditional book buying methods, particularly as book retailers continue to make their stores ever more inviting with comfy chairs, coffee shops etc...

As mentioned previously, the Marketplace facility can lead to problems with fraud. Additionally it actually passes sales to others via this service. When a consumer searches for a particular product, if stocked the product will be shown. As well as the Amazon offer however, there is often a link for new and used offers for the same
product. Usually at a price less than Amazons. This is good for increasing overall headline turnover but will ultimately erode potential profits for the company (Bowery 2006). It would appear that the company is attempting to compete with e-bay, as e-bay encroaches into Amazons traditional strengths of on-line bookselling.

As stated previously, the customer service of the company is generally very good. It is however virtually impossible to speak to a human in cases of order problems etc... Searching on the website will bring back a number of e-mail addresses to contact but never a phone number. Obviously this suits the company as it means they don’t have to employ telephone support people which ultimately leads to cheaper prices for the consumer. It does however lead to an almost mechanised and in-human persona for the company. If the company wishes to continue its growth it will need to try and nurture a more human image.

So in conclusion, the company as a whole has considerable strengths. It is extremely adept at getting customers to visit its site. It makes intelligent use of E-mail marketing to pull people to the site. It has also actively embraced search engine optimisation technology to drive traffic. It also uses affiliate marketing whereby links are placed on other sites. Once the visitor arrives at the site the company is innovative in the ways it assists the purchase decision making process. It constructs the pages specifically for the user based on previous interactions with the site. Searches return not only the relevant products but also allows you to sort them differently and also provides lists of other related products. Additionally different marketing initiatives such as Wish Lists are utilised. Once the decision has been made to purchase, the ordering process and order fulfilment are generally very efficient.
There are however a number of weaknesses. First of all, as a company it tends to diversify into as many different product lines as possible. This could ultimately prove harmful to the company as it moves away from its core competencies and places it against formidable competitors. Additionally the on-line world is becoming increasingly embroiled in fraudulent activity and Amazon needs to be careful it doesn’t get its image damaged too badly through this. Sales are also lost to its Marketplace initiative, which is good for turnover but ultimately will take business away from the company. Another weakness for the company (and to most purely e-commerce companies) is that they will never truly be able to match the shopping experience of a traditional bookshop. It would also be beneficial to the company if it had more of a human persona as this will be crucial if it wants to continue its growth.

**Critical Evaluation**

Overall the documentary achieved it’s primary aim of providing an overview of New Media Marketing technologies. During the making of the documentaty there were various challenges faced and these were used as useful learning opportunities. Additionally there were a number of design choices that were made in terms of content and these appear to best meet the needs of the documentaries primary audience.

In terms of form, there were a number of elements that provided significant learning opportunities. Some of the recorded screen shots appeared to be a little grainy. To alleviate this I tried various techniques. First of all I tried to make sure that
LCD screen on the laptop I was using was as close to 90 degrees as possible and that the camera was facing this as head on as possible. This technique didn’t seem to improve the graininess of some of the shots. Most of the problems occurred during the complex shots when the camera head was moving, particularly when the background was a light colour and changing. I thought this wouldn’t be a problem with manual focus but it appeared to be and I couldn’t find a suitable solution for this. You could still see the content clearly though the graininess effected the overall polish of the documentary.

Significant lessons were also learnt performing the commentary. The content itself was OK but there were weaknesses in the delivery. There were often gaps where I took a breath whilst reading the script. To try and reduce this I undertook several rehearsals. This improved my overall performance but I found it difficult to record sections without gaps in one take. There were often gaps in different sections, particularly in sections that were more linguistically challenging. One method I used to try and reduce this was by using less complex language. This did help improve things. Additionally I attempted to edit out the gaps within the sound editing application. This most certainly reduced the gaps, but the results sounded hollow. I therefore chose to use the non edited narrations and had to accept the pauses as a weakness in my narration skills. If I was to perform a similar production again (and if budgets would allow) I would recruit somebody with specialist narration skills within this area.

An additional lesson learnt was handling the movement of participants during interviewing. One of the interviews with Greg Poulson began with him on the right of
the screen but by the end his head had shifted to the left. This was due to the fact he was sitting on a swivel chair and although I did mention to him he was moving slightly he still (though not intentionally) switched sides in subsequent takes. Due to the fact that Greg had politely made it clear to me that he had a busy schedule that day, and that his movement almost appeared to be subconscious, I had to accept this and treat as a learning exercise. If I interviewed someone again in a similar situation I would try to ensure wherever possible they were sitting on static chairs.

The interview with Jason O’neil of Solve IT also provided a significant production challenge. The interview was recording at his office in Northampton, which housed several server farms. The noise from these in the room that he wanted to conduct the interview in was too great. He therefore agreed to record the interview in a more quite office. This office also had number of servers located within in it. However, the fact that I included the servers in the shot would have meant that the viewer would subconsciously recognise that the gentle hum in the background was coming from these. Additionally it would help to position Mr Oneil as being involved in a technical field.

Additionally one of the contributors was incredibly nervous during interviewing. This caused some problems with editing as I couldn’t use a complete take from him so needed to edit different elements together to make a coherent whole. This affected the flow of the documentary as it was only the sections in which this particular participant contributed that I needed to use this technique for. Additionally there were problems with lighting as filming took so long. At the beginning of the
shoot it was late afternoon but by the end it was 10 PM therefore making it more difficult to get the edited footage to match.

The style in which the documentary was shot i.e. a critical journalistic style appeared to work well. This a format that for this type of program viewers would understand, having being used to seeing it in programs such as the Money Program.

Within a historical context, early inspirations for this style of film can be traced back to earlier technology style programs such as 1982’s The Computer Programme and Micro Live which was broadcast between 1984 and 1987 (Dunster 2008). These covered various technology related stories surrounding the newly formed Micro Computer Industry. Each episode was organised around a particular theme such as ‘The New Media’ or ‘The Thinking Machine’, much as this MA documentary has been. Additionally music for the programme had a technological style e.g. The theme tune for The Computer Programme was Computer World from the German Electronica band Kraftwerk. The music chosen for this documentary from the band Radiohead also has an Electronica feel to it, adding to the overall construction of a technology feel to the film.

The content itself provided a comprehensible introduction to some of the major topics within new media marketing. There were however a number of decisions that needed to be made in terms of the documentaries content. One such decision involved how to fundamentally structure the film. One option that I considered was to structure the film around the different technologies, so for example one section could have covered Internet based technologies and then talk about e-mail marketing. The
other major section could have mobile marketing, and how this could be used in the future. The alternative was to organise the film around the major elements of the marketing mix e.g. direct marketing, PR etc... This had the benefit of using a structure that the intended audience (i.e. marketing professionals) could easily identify with and thus provide the familiarity that should improve the documentaries overall accessibility.

Additionally there were decisions as to what to include and in what weight. To provide some form of balance within the documentary I chose to cover three main methods of new media marketing within the areas of direct marketing, PR and advertising. As a further method of introducing balance I aimed to cover each topic in about two minutes and forty seconds. This gave me enough time to produce an introductory segment for the whole documentary, introductions to the three areas of the marketing mix and also a section on what could happen within this area in the future.

I chose the different areas to include based upon reading what was most important within marketing professional journals, technology marketing text books, and specialist Internet journals. Once I had an outline of the proposed content I obtained the opinions of various academic marketing professionals within the marketing school at the university. Additionally I gained the opinions of the films various contributors, and also of those who for one reason or another could not participate directly but were happy to provide critical analyses support.
The content itself appeared to be reasonably balanced with equal time being allocated to the 3 main elements of the marketing mix covered. It would have been better to have different people presenting each of the different sections. However, getting willing participants to take part on the production proved to be a major hurdle. Many people were willing to contribute knowledge, but when it came to talking on camera, most people declined. To get around this I asked the contributors to cover more than one topic area. Thankfully this wasn't too much of a problem as they all had knowledge of these areas also.

In terms of audience, I feel the specialised audience of marketing professionals that this production is aimed at would find it useful. Probably the most relevant media reception theory to help explain this is the Uses and Gratification Theory (Jones 2001). The main premise of this theory is that we all have different needs and uses for the media and choose what we wish to consume. And we expect some kind of gratification for this.

In terms of the forms of gratification that the audience for this documentary may be getting, there are various different elements. First of all we have a thirst for information – we want to find out about the world around us. Additionally we seek out information to help us improve our standing in the world. This film satisfies that need by providing information that may for example enable the consumers of this documentary to learn about some of the skills and techniques that may help them advance their careers.
Viewers of media also create their personal identity from the media that they consume. As a professional person who is watching this text, they may identify with some of the participants they see. They may see themselves as part of the 'marketing professional' group and through being part of this we construct a social identity. This has been demonstrated the famous Tajfæl Social Identity Theory experiments of the 1970's (as cited in Phoenix 2007)

The media may also be used for integration and social interaction. We use the media to find out more about the groups we belong to or aspire to. We may also use texts to help promote further interaction with others. So for example in the context of this documentary, the contents will help provide the necessary information to enable a viewer to engage in constructive conversation with other specialists within the area of new media marketing.

Additionally it uses the terminology that a marketing professional would understand and could act as a stimulus for them to perform further research if necessary. It would also be accessible to any business person needing a concise overview of the subject.

In conclusion the documentary provides a good overview of new media marketing technologies. There are a number of potential improvements that could be made in terms of form, that with additional time and resources could have been implemented. Overall however, the audience that this production was intended for should be satisfied with the final production.
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Appendix: Production

Foundation Documentaries

The foundation documentaries were a series of short films produced to help me practice various elements of media production. In particular I wished to learn about:

- Researching media projects
- Producing outline treatments
- Basic interviewing techniques
- Lighting techniques
- Sound Issues
- Using various software tools
- Shooting technique

At the end of these I hoped to be equipped with the relevant skills to produce an effective documentary.

A History of Graphic Design

Definition: To create a short photo documentary describing the history of graphic design

Intended audience: Any

Learning Objectives:

- Learn about basic narration
- Learn about basic operation of After Effects
Outline Treatment

This documentary will use samples of graphic designs, music and narration to tell the story of modern graphic design. Images will be sourced from the web and books showing the major styles and a narration will be recorded telling them.

The first sequence will talk about cave paintings, then quickly go through the birth of modern graphic design. Then move through propaganda and world war 1 posters. Then through The communists and German uses. Then through the decades – 50’s, 60’s, 70’s, 80’s and 90’s.

Key Learning Points

- Motion in the graphics helps create a much more dynamic feel to the film. The first version used static graphics. This appeared rather dull.

- Productions such as this can be an effective story telling method as the final film can be compressed to a small size and delivered via the web.

Google Technologies

Definition: To create a web cast outlining google technologies

Intended audience: People interested in web technologies

Learning Objectives:

Learn about basic operation of After Effects
Learn about using screen recording software
Learn about creating flash movies
Learn about narrating as I am working
Outline treatment

This documentary will be created as a web cast, demonstrating key google services and technologies. The software application camtasia studio will be used to record the operation of some of the google services. This will then be edited with a narration and then exported to flash.

The services and technologies to feature are:

Standard web search
Image Search
News Search
Google Apps
Google Maps
Picasa
GoogleScholar
Google Product Search

Key learning points

- Windows media encoder is very temporalmental. Also doesn’t work particlary well when exporting to DVD
- Narration is a lot more complex then first appears. Make quite a few mistakes when recording and doing something live. Takes several takes to get a successful result
- Screencast software such as Camtasia are a lot better for his kind of production as records into uncompressed AVI. Although th efiles produced were large, when compressed to Mpeg2 there were noticeably less artefacts.
• It's best to clip some of the screen when demonstrating something. This is because on different TV’s some footage is clipped. To get round this the parameters for the screen were set to 700 * 520

This kind of method may be boring for certain types of user. It can get a point across and could be useful for training when following something through. The visual aesthetic is a little dull however there is not much change in the style of shooting.
Northampton Soup Kitchen

**Define**: To create a documentary about a day in the life of the Northampton Soup Kitchen

**Intended Audience**: Centre sponsors, potential volunteers, local community

**Learning Objectives**

To film different types of shots

To film demonstrations

To film on location

**Outline Treatment**

Open shot of clock at 9 o'clock... Shots of the centre opening. Doors being unlocked, breakfast being prepared, clients coming through. Have a montage of shots of clients coming through and breakfast being prepared. Then breakfast being consumed.

Then go through a typical day. Classes being prepared. Client 1 brief intro. background story, why they love to come to the centre.

Activities:

Job club: Someone using, background story, description of job club volunteer, her motivations for wanting to help

Cookery class: Who attends? What are they making? Why do they attend? Who teaches it?

Indian head massage: Typical client receiving one. Talk through by masseur. What the clients get from this kind of treatment.
Training courses: IT suite. training courses provided. Learn Direct and Learn IT.

BBC Webwise courses. Who does them? Why do they do? What do they get out of them?

Football: Shots of clients playing, what they get from it.

Day fishing: Shots of client fishing

Lunch. Chef talking through. The types of food provided. Special events e.g. Christmas, Easter, Religious festivals

As well as providing a safe environment for clients to spend time there are also a number of services the centre offer:

Clothes. Client receiving. The types of clothes required. Talk through client needs.

Food Takeouts. Type of things provided, types of thing required. Shots of food store.

Big issue: The big issue. Brief background to. Excellent way to raise funds.

Shots of people collecting. Shots of people selling in town.

Needle exchange program: Background to programme. Talk about anonymity. Shots of people exchanging needles. description of service. Why it is offered. The benefits.

And at 1 o'clock ... clients leaving...friendly goodbyes...sweeping up doors closing...fade down....
Key learning points

• It's a potential ethical mine field when filming the vulnerable. Many of the people living on the street are in a desperate condition. Also a lot of them have mental conditions. This meant that many did not wish to participate in the film. This made it difficult to capture a true day in the life of the soup kitchen.

• The centre sponsors were unhappy about me doing random shooting in the centre as they felt it exploitative. The only way I could get shots of real homeless people were in a controlled setting and after they had been briefed e.g. when doing the cookery class

• Logistically it can be very difficult arranging participants. It seems the more you have the more difficult it can be. I needed to film a number of volunteers at the centre to give an idea of the work at the centre. They all worked on different days and at different times so it was very difficult to schedule.

• Due to the nature of this area of society there is a lot of crime. Many are drug addicted. The centre is also located in a less desirable area of Northampton. It therefore made it potentially dangerous when parading expensive video equipment, mikes, lights etc... There were a number of times I felt unsafe. If I did something like this again I would need to try and arrange someone else to come with me for additional security

• The day to day workings of the centre are often hectic. It was therefore difficult when having the tripod legs, mike leads etc dangling. Particularly as some of the homeless are slightly drunk and there was a constant danger of tripping. Next time I would maybe thing more about strategically placing my camera or going for a more handheld approach
Participants first priorities is always to themselves and what they are doing. There were a number of days when I had arranged to visit the centre but my trip was postponed because there had been a crisis at the centre. At one point somebody had been murdered so this was a very valid point!
The entrepreneur

**Definition**: To create a documentary telling the story of the experiences of local entrepreneurs

**Intended audience**: Any

**Learning Objectives**:
- Learn about basic editing
- Learn interview techniques
- Learn basic filming techniques

**Outline treatment**

The documentary aims to tell the story of two local entrepreneurs. It will be a case of allowing them to tell their stories, how they started, why they chose this route to employment where others would maybe choose the traditional employment route.

It will begin with an introduction to the documentary, with shots of the main characters at work. An introduction will then be made to the first entrepreneur. Shots of him in his natural environment will be taken with a voice over narration doing the introduction. An interview will then be made of the first entrepreneur.

An introduction will then be made to the second entrepreneur. Shots will once again be made in his natural environment, with a voice over narration. An interview will then take place.

**Key learning points**

- Participants sometimes have their own agendas. E.g Gordon Critchlow from Property Horizons used the interview as a pure advertisement for his business. After the interview he stated he wanted 'lots of copies made so he could play
at his presentations of his services’. The fact he kept doing this after 3 takes and after reminders of what the purpose of the documentary was meant that his interview was unsuitable for inclusion in the final documentary.

- Need to be very careful when filming in areas of natural sunlight. The day I interviewed Phil Frost was very sunny but also very cloudy. We conducted the interview in his large conservatory which was his natural environment but difficult to control lighting! During one take the sun went behind a large cloud and the light levels dropped almost instantly meaning that section of the interview needed to be shot again.

- When editing noticed the change on light levels a lot more. When I needed to take different parts of the interview for the edit there was a noticeable difference in colours. I tried to use the colour correction effect in my editing application but with limited success. Need to make sure that the next time I conduct this type of interview I do it in an environment where the lighting levels are constant.

- Need to try and enlist more participants than needed in case some drop out/participation unsuitable. Out of the 5 entrepreneurs who expressed initial interest I could never get hold of one of them as too busy. One admitted he was too busy. And another did his own interview, without paying any attention to what was required.

- Need to be more aware of the nervousness of participants. One of them was an incredibly successfully entrepreneur who came across very confident when talking, but fell apart as soon as the camera was switched on. Need to reassure them more and take plenty of breaks.
**It's What I believe**

**Definition**: A film exploring some of the major faiths of the world

**Intended Audience**: Anybody interested in learning about religion

**Learning Objectives**

* To practice interview techniques
* To film different types of shots
* To film on location
* To practice my research skills

**Outline Treatment**

The overall objective of this film is to explore some of the different belief systems that people have and how they manifest themselves in different religions. A key religion from the western tradition (Christianity), Eastern Tradition (Sikhism) and one of the newer religions (Baha’I) will be explored.

Begin with an introduction on faith...different people have different beliefs...different ways of seeing the world and it’s realities. Often the religions on the surface may seem different, but there are often common themes running through them. A series of practices employed for worship. Some kind of formal written principles. Will provide evidence of these via interviews and key artefacts such as texts and religious symbols.

**Key Learning Points**

- Language can be a problem. The first interview I did for Sikhism was with a gentleman who was extremely knowledgeable and helpful, but who’s English was not very intelligible. In the end I needed to contact another temple to get another participant as I didn’t wish to offend the participant by asking for an interview with somebody else.
• People have their own agenda. One of the interviews I did for Christianity included a minister who was clearly quite fanatical about his beliefs. He constantly would sidetrack into one obscure belief or another. It took many takes to obtain a suitable interview, but in the end it paid off.

• A large majority of people I was hoping to participate in the film didn’t wish to do so. Appeared to be for various reasons. The Buddhists said that they never did interviews, The Hebrews didn’t return any of my calls and the Muslims appeared to be just very shy! Need to sometimes be flexible with the overall outcome of a media production. There are lots of variables out of your control so will need to learn to adapt a production to take these into account e.g. need to cover different areas etc...
Final documentary

The output and summation of all I have learnt during the two years of my programme of study was a documentary. This explored the way that companies are using New Media technologies to communicate with consumers.

Pre Production

Production Research Methodology

The foundation to any media programme is always the research. The quality of the resultant programme is only ever going to be as good as the quality of the knowledge you present in it. This entails finding the elements that will make up the production. The main elements of which are (Chater 2002):

- Information
- Contributors
- Sound
- Still pictures

The information element of the research was conducted in the first phase of my programme. Once I understood the basics of the subjects to be covered I undertook a programme of Primary research. This was based around interviewing knowledgeable people in the chosen areas.

To make the film as authoritative as possible contributors were selected for one of the following three reasons (Chater 2002):

1. Authority – an expert on a subject
2. Experience – Someone who is experienced on using something
3. Ability – Someone who is capable of doing something

As the subject of my film is quite technical, it is necessary for my contributors to at least be an authority on a subject. Experience would be a great benefit. But ability would not necessarily be crucial as they will not be providing any demonstrations in the film.

Contacting contributors

In the initial stages I obtained information by doing a search on Yell.com for Internet and Marketing consultants. Once I obtained the basic details of some local ones, I did some research via their websites to check there was synergy between what they did and what I wanted to achieve i.e. were they specialists in SEO? Did their portfolio of sites look like they were developed to a high standard? etc.. Once I had created a short list of potentially suitable ones, I made initial contact via e-mail to introduce myself and what I was hoping to achieve. This didn’t prove to be very successful, as I received only one response.

I then tried a different approach and contacted potential contributors directly via telephone. To make the chances of success as high as possible, I produced a basic script to what I would like to say and also tried to prepare responses to the potential questions I presumed they would try and ask me. The basic script I produced was as follows:
Me: “Hello there, I wonder if you could possibly help me. I’m producing a film at the moment on the area of digital marketing and I was looking for experts in the field of... I was wondering if this something you could possibly help me with?”

Contributor: “Who is this for?”

Me: “My media research MA”

Contributor: “How long will it take?”

Me: “Half an hour or so. It will involve me coming to your office, having a brief chat and then a short interview. The interview should only last 2 or 3 minutes”

This is the final script I produced. It appeared to be successful in about 50% of the potential contributors, which appeared to be a suitable response rate. Some were too busy, or some wanted payment. All however were pretty courteous.

What I also did was contact more contributors than I really needed, as I didn’t know who would interview well and who would potentially drop out. This proved a worthwhile strategy as one contributor had to cancel at the last minute and another didn’t get his points across very well. I therefore invoked my substitutes for these sections which helped to improve the production.

Textual Analysis of similar productions
As there was a certain style I wished to obtain, it was useful to perform a textual analysis of similar programmes in the area I wished to make my film in. This proved extremely useful as the codes employed in these productions (e.g. camera techniques, graphical style) could be utilized in my production.

*The Money Programme: The Online Music Revolution*

Broadcast: May 19th 2006

By: Terry Messenger

The money programme is a documentary series that provides critical commentary on various topics that affect the UK economy. The style it is created in is similar to the style I wish to follow in my documentary.

It starts with an introduction to the theme of the programme, with shots of the participants and also some of the music technology being used.

Main elements:

Interviews: all take place with camera stationary. Medium close up of face. Also in the background there are various elements of mis-en-scene such as books that indicate the authenticity and authority of the participants. There is also always an introduction made of the participant by the narrator, and also shots are taken of them in their natural environment, helping set their place in the viewers mind.

Screen shots: As the main topic of the documentary is based on on-line technologies, lots of shots are taken of web site screens. To make this interesting and dynamic, the
screens are shot from various angles. There are also a number of complex shots with the camera zooming into relevant areas of the screen.

Structure: Each element of information is structured around a positive/negative analysis, following a court room scenario where evidence is presented for and against (Rabiger 2004).

Music: Music is provided by participants in on-line music such as the Artic Monkeys which ties in well as it is they who are the first major act created from the on-line music revolution.

Sinister shots: When the illegal download topic is covered, various codes are used to create a negative meaning for the viewer. The shutter speed is slowed right down so that the image is very juddery. Also there is no lighting coming from the scene apart from the computer screen. This further helps create a sinister meaning.

The Gadget Show MP3 – Phones

The gadget show is a technology magazine programme that features reviews and tests of recent technology equipment. The subject matter is relevant and also the style of shooting.

Camera angles: The elements featured in the show are shot from various angles, creating an interesting montage of shots, which entertain the viewer with images that could potentially become repetitive.
Music: Fast past and dance based, symbolizing a technology theme to the show

Shots: Featured a great deal of close ups of the phones and also the software to use them, which is important as the items themselves are small. This was interspersed with medium shots of the equipment in action which helped to show how people were in fact using them.

Editing Techniques: The show uses a great deal of jump cuts, very much in the style of a music video. This helps to re-enforce the trendy, techno image.

Special Effects and Graphics: A great deal of special effects and graphics are used. Images of various items of equipment are used, probably because these elements were not available when required.
Outline Treatment

Definition: A film exploring the major ways companies use new media to communicate with consumers

Intended Audience: Anybody interested in learning about this method of marketing.

Contents

The film will be based on a series of interviews, screen sample, wallpaper shots. It will be structured around the major elements of the marketing communications mix and provide an introduction to each element. Evidence will be provided for and against each practice.

Introduction

New media has revolutionised the way we interact as human beings. This has greatly affected the way that companies market their goods and services. This film provides a critical review of some of the major methods employed.

Advertising

Traditional Website

e.g. BP site, M&S, Harris & Co

Specialist – Adam, Reading Room

+ Generally good as can provide information on a companies latest offers

Can keep up to date

Can help re-enforce company branding
Can be expensive to maintain
Can have negative impact if poorly done e.g. poor construction, poorly laid out

Banner Ads

e.g. Volvo, Lastminute.com

+ Can target sites most commonly visited by your target audience

- Very unpopular with users – particularly interstatials

+ Easy to set up
Can use a less formal voice
Disgruntled employees can damage company reputation e.g. nialkennedies

blog

SEO
E.g. Natural and Paid

Specialist: Greg, Free Time Internet

White Hat Practices
E.g. Natural Search Optimisation, Key words and new content

Black Hat Practices
E.g. Spam Links
+
Can be a good way to get recognized quickly
-
Can be placed at bottom of search rankings if caught doing black hat practices

e.g. BMW

Direct Marketing

E-mail Marketing
E.g. Adventure Company, Harris & Co
Specialist: Phil Harris, Harris & Co

+ Can be cost effective
  Can help maintain customer relationships

- Image – Spam
  Filter controls on e-mail software

Viral Video Campaigns

E.g. Burger King Chicken

Specialist – Adam, Reading Room

SMS campaigns
E.g. big brother

+ Huge user base
  Can be location based

- Can be considered intrusive
Marketing PR

Social Media

Social media provides a new way for users to interact

+ Ease of software use
   Features of technology – adding friends etc

- Stalkers and paedophiles

Blogs

Blogs have been a huge phenomena on the web. It democratises the voice of individuals everywhere.

Specialist: Jason Oneill, Solve IT

+ Easy to update
   Can be written in a less formal voice

- Can be dangerous – e.g. Microsoft
   Can backfire -
Online chat rooms

Specialist: Adam, Reading Room

Can influence

+  
Can be positive

-  
Can destroy a brand e.g. Lock company

Documentary Elements

The documentary itself is made up of a number of key elements which help create meaning for the viewer:

- Interviews
- Shots
- Graphical Inserts
- Screen Recordings
- Music
• Narration

Interviews

The interview is a basic foundation of any documentary. It imparts knowledge in an effective way, and helps give a documentary authenticity and authority, as the person who is interviewed should be knowledgeable in the chosen area.

For my film, it was crucial to obtain participants who were experts in various areas of new media marketing.

Due to the fact also that I was to film the interview myself, there was a certain style that needed to employed. Rather than me ask the questions directory I provided an initial brief as to what I wanted them to talk about. They then covered these topics, talking facing slightly way from the camera.

A working methodology was:

• Contact participant
• If satisfactory and wishes to participate then send them outline of points to cover
• Plan how to get there
• Investigate lighting sources
• Plan my lighting set up
• See where they wanted to sit... Ideally in the background would be some symbols as to what they did i.e. books or a PC
• Set up camera
• Set microphone – Using camera mike stand and pointing over participant
• Set sound levels
• Set the participant about 30 degrees off centre from camera
• Brief participant asking them to repeat the question they are answering e.g.
  “The reason web sites are so useful are……”
• Record interview twice
• Check interview recorded successfully for sound

Shots

The shot is another crucial element of a documentary. There are 6 main elements (Thompson 2000):

1. Motivation
2. Information
3. Composition
4. Sound
5. Camera Angle
6. Continuity

I tried to apply this mantra to all the shots in my documentary. So for example
1. Motivation – when a user clicked on a banner ad in the sequence on banner advertising, a shot of the destination website was presented
2. Information – When I was introducing Phil Harris, the owner of Harris and Co I was showing images of him at work, therefore revealing to the audience that this is a successful man, in celebreous offices
3. Composition – The shots of me interviewing the owner of Freetime Internet had his head in focus with just a little headroom
4. Sound – To help maintain the pace of the film, sound was used in the form of a musical track that reflected the intended mood it was intended to create in the viewer.
5. Camera Angle – Each new shot when setting up the character at Freetime Internet was from a different angle to improve the visual flow of the film.
6. Continuity – This was maintained in all the shots. For example when providing information on blogging, shots were made of the top of a blog and then the centre so as to continue the flow.

There are 3 main types of shot available (Thompson 2000):

1. Simple shots – A shot of a subject with lense, pan and tilt head stationary
2. Complex – moving subjects and either the pan and tilt head or both moving
3. Developing – A shot made by moving the lens, camera pan and tilt head or camera mounting or all at the same time. This aims to start with a particular staring point and then arriving at a totally different shot.

The various components of my film were created using mainly Simple and Complex shots. Simple shots were used for interviews as there is no need for camera movement as the subject is stationary and already zoomed into quite closely. Complex shots were used for some of the wallpaper and screen shots. This was so as to invoke some dynamism into the film, and to make it aesthetically more appealing.

There are various sizes of simple shots (Chater 2002):

1. Close ups
2. Medium Close Ups
3. Mid shots
4. Long Shots
5. Wide shots
6. General views

The shots were used in the following situations:

1. Close ups – when revealing detailed information e.g. when showing a shot of a banner ad
2. Medium Close Ups – Used for some of the interviews to get a clear view of the subject and also to provide a little visual variety as some of the interview are shot in mid shot
3 Mid shots – Gives a clear view of the person being interviewed. It also reveals a little about their surroundings and helps to establish their credibility e.g. shots of particular books in the background

4 Long Shots – e.g. the shot of the BMW showroom to show all the products

5 Wide shots – shows the setting e.g. the office in which Phil Harris works

6 General views – Shows the setting for some of the characters e.g. the office front for harris and co.

*Screen Recording*

As the majority of the subject matter in the film is based upon knowledge in the digital world, a large proportion of the documentary needed to include shots of a PC screen. To keep this interesting, it was necessary to make the shots as dynamic as possible. Complex shots were therefore used for this.

**Methodology**

- Set up PC with screen at 90 degree angle and facing straight on and with no direct light source to affect screen
- Look at shot to be taken in script
- Set up camera facing straight on
- Record the screen
- Perform again using pan – left and right and tilt – up and down – to provide options when editing the final production.
Graphical Inserts

To provide an introduction to the film and also information on who produced the documentary and to thank participants, graphical inserts were produced. These were simple black and white using the Myopia font to give a modern feel.

Music

Music adds an additional layer of meaning to a production. If chosen correctly it can greatly improve the viewing experience (Holden 2002). As my film covered a high tech topic I wanted this to be reflected in my choice of music. I also wanted there to be a feeling of motion in the film, a feeling of energy.

To achieve this I thought of all the bands that created this type of music. The artists who’s music particularly suited this were Radio Head, The Killers and Moby. These bands were all heavily synthesiser based (which denotes high tech) and also sound modern which is the overall impression I wanted to give the viewer whilst watching my film.

To maintain a certain style to the film though I chose to use purely the Radio Head tracks. The main reason for this was purely that they suited the production so well. Additionally the Killers and Moby tracks appeared to have been used so much
by many media productions. This has the effect of making them appear almost stale now.

A new track was chosen for each segment of the film to help to emphasise that a new topic was being begun. Additionally to help generate extra meaning in the viewer, a track was chosen to help to reflect the topic. For example in the section on Blogging the track 'Myxomatosis (Judge, Jury & Executioner) was chosen as the sound generated was almost 'Blah, Blah, Blah' which is how blogging often comes across.

The tracks from these artists were auditioned in itunes and then relevant tracks purchased. They were then played over appropriate sections of the film to assess their impact. After a great deal of experimentation the relevant tracks were chosen.

Production

Lighting Set Up

A well-lit scene is key to a successful documentary. The most effective method is to employ a 3 key lighting system (Lyver 2000). This involves providing:

1. Key light – to light your subject
2. Fill Light – to remove any shadows
3. Backlight – to give your subject depth

Ideally, this is the type of set up I would have chosen for my documentary. For each interview I took 3 Lanro red heads. When I arrived at an interview however there were often a number of constraints. Either the participant was extremely pushed for
time and wanted to do the interview as quickly as possible. Or there were space limitations in the area in which I was to conduct the interview.

To get around this I decided to use whatever light source was coming into the room as the Key light (i.e.) the sun and place the participant facing this. I then placed a fill light pointing approximately 45 degrees to the right of the participant to remove any shadows from the background.

As the light sources were mixed and the colour temperatures different i.e. 5500 degrees Kelvin for the natural daylight and 3200 degrees for my tungsten lights, a blue filter was placed over the artificial light to balance them. Additionally the white balance on the camera was set manually to make the colours as natural as possible.

Sound Set up

Sound is also a crucial element of a successful documentary. Most modern video cameras come with built in stereo mikes. This makes them quiet easy to work with but they often suffer from camera noise and not being able to get close enough to the action to obtain a meaningful recording (Millerson 2002).

For the production of this documentary a Seinheisser ME66 was used. This is a super cardioid dynamic mike. The supercardiod principle made it suitable for this production as it meant that minimal noise was recorded outside the pickup pattern i.e. it generally recorded what it was pointed at, without too much interference from elements around it. Additionally this type of mike is pretty robust and tends to handle
voice very well (Lyver 1999). This makes it ideal for the interviews that are prominent in this documentary.

As this was a one-person shoot, there was a potential problem with getting close to the sound source. This was solved by using a mike stand with a boom pole attached. This was placed approximately 1 foot in front of the subject, overhead and pointing towards them.

Manual sound levels were then set to ensure optimal voice capture.

As the sound was only recorded on the cameras right channel, tweaking was required in the sound editing application to split the track to two channels.

Narration

Although the documentary is obviously a visual medium, in order to help tell the story the narration is a critical element. Before I began my production I produced a first draught of the commentary to give some idea of what I wanted to include. This first draught was not particularly detailed as I knew that the contributors where going to add a great deal of their own insights.

The second draught was created after I’d shot the initial film and made a rough edit. Once I did this I tried to stick to two golden rules (Watts 1992):

Don’t describe what you can see in the picture
Do make the commentary fit the picture

So for example, when describing the images in the e-mail marketing section of the film rather than saying “This e-mail from Amazon states special offers” I would say something like “Companies use e-mail to inform customers of their latest offers”, and then had a shot of an Amazon e-mail campaign.

To make the commentary fit the picture, I produced a list of all the shots in the finished programme. E.g.

<table>
<thead>
<tr>
<th>Time</th>
<th>Shot</th>
<th>Sound</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.34</td>
<td>John Lewis web site</td>
<td>“One of the main uses of websites is in e-commerce applications ....</td>
</tr>
<tr>
<td></td>
<td></td>
<td>........</td>
</tr>
<tr>
<td>5.35</td>
<td>Harris &amp; Co offices</td>
<td>“Harris and Co are a successful Accountancy practice based in Northampton</td>
</tr>
</tbody>
</table>

Once I had my shot list I wrote the commentary away from the Video monitor so as to not distract myself. This appeared to work quite well.

It was also difficult to get the commentary to fit in the allocated time for the pictures. To get round this I wrote my commentary on a sheet of paper with 6 equidistant lines down them. It takes approximately 3 seconds to speak 3 words in English
(Watts 1992) so I knew that in one line I had two seconds of commentary. This appeared to work extremely well for me, though it was still difficult finding the most expressive words.

<table>
<thead>
<tr>
<th>Blogs</th>
<th>Have</th>
<th>Now</th>
<th>Become</th>
<th>A</th>
<th>Hugely</th>
</tr>
</thead>
<tbody>
<tr>
<td>Popular</td>
<td>Way</td>
<td>communicating</td>
<td>With</td>
<td>A</td>
<td>Target</td>
</tr>
</tbody>
</table>

Once written I needed to record the narration. The first take was recorded in my office. The results produced were not very satisfactory. I have a wooden floor, large desk and painted walls. This produced a rather dull sound as the sound echoed around the room (Lyver 1999).

To help improve this I first of all located a much smaller carpeted room. I then closed the curtains and got all my blankets and duvets from around the house and draped these over all the hard surfaces (Felix and Stolarz 2006). This produced a much more full-bodied sound as the sound of my voice was absorbed by the soft materials rather than be reflected around the room via the hard surfaces and back into the mike.

I also used a click pop eliminator over my microphone. This eradicates the popping sound created when announcing P’s.
I positioned my microphone slightly in front of me and above my head. This meant that I had to keep my head pointed slightly upwards, which keeps the vocal chords straight. This helps to improve the quality of the narration (Watts 1992).

The narration was then recorded directly onto the hard-drive of my PC using my camcorder as a digital decoder. This helped to increase the speed of processing as otherwise I would have needed to record digitally to tape and then import this into my sound editing application. The narration was recording at 48KHZ with no compression and to an AVI file.

As the sound was recorded through a single channel, the audio had to be split into two mono tracks, with the left track being discarded and the right track used on a mono track in Premiere so as to be heard through both channels.

Post Production

Capturing and organizing

Footage was recorded on 5 Mini DV Tapes overall. And organized in the following ways:

2 Tapes for interviews
2 Tapes for screen shots
1 Tape for wallpaper shots
Once imported, Bins were set up in Premiere for each footage type e.g. a bin for interview footage, a bin for screen shots etc...

The footage was then roughly cut into segments and the segments were labelled according to their subject e.g. e-mail marketing, banner ads etc...

Tracks were then created for each footage type e.g.

<table>
<thead>
<tr>
<th>Video</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Titles</td>
<td></td>
</tr>
<tr>
<td>Screen Shots</td>
<td></td>
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<tr>
<td>Wallpaper Shots</td>
<td></td>
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<tr>
<td>Interviews</td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>Audio</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Narration</td>
<td></td>
</tr>
<tr>
<td>Music</td>
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</tbody>
</table>

**Editing**

For editing, The Non Linear Editing (NLE) application Adobe Premiere Pro was used. This is the industry leading editing application on the PC platform and so provided a complete solution. Its strength is it's handling of lots of different media elements and allowing there editing in their source applications. For example it allowed the re exporting of narration into Adobe Audition (Adobes sound editing application) for tweaking and optimisation and then re-importing.
There were however a couple of occasions when the system froze. This appeared to be when processing large elements of graphical elements and exporting them. Solutions were sought on the Adobe forum, but the only suggestion provided was that it was memory related. Not particularly helpful.

The editing was created to try and present the 2 sides of the argument, in a trial analogy (Rabiger 2004). This involves introducing the main elements of a topic and then building a case for and against. In this way the Documentary presents two sides of the argument. For example in my film email marketing was presented as a way of a company using technology for direct marketing. The benefits of this i.e. reduced costs, speed of campaign development were presented. The negative side of e-mail marketing was also presented e.g. the image of it as spam. This allows the viewer to come to their own opinion on the topic.

And to increase the credibility of the evidence, expert witnesses are utilized i.e. specialists in the area who have either experienced the technologies first hand or know a great deal about them.

To help with the overall flow of the film, J-cuts were used when editing sound. So for example, before images were shown of Adam Bushell talking about the benefits of having a web site, 2 seconds of his speech were heard overlaying images of him typing.
To assist in the editing, various editing tools were used in premiere. The ones I found most useful were:

Ripple – When I didn’t mind the effect of my editing on the shot previously

Roll – When I want to move the edit point between clips, but maintain the total duration of the sequence.

Assembly process

Import footage
Organize
Edit in source window

Cutting points were made when appropriate but also when certain elements of the shot were not of the relevant quality e.g. at the start or end of a pan when the movement is a little jerky.

The organization of the film could be said to be a catalogue film (Rabiger 2004), where various elements of the topic are catalogued and presented. In this type of organization, time is made unimportant.

The best way to organize the topic was difficult. Initially I was planning organize the film around the different new media technologies such as the Internet, and mobile phones. Additionally I would split the Internet into further genres such as e-mail marketing and blogging. Following a great deal of deliberation however, and as the subject matter is essentially marketing focused I decided to create a more
marketing based approach. This meant presenting the different media by the elements of marketing communications mix they apply to.

It is generally considered that there are 5 major elements to the marketing mix (Fill 2006):

- Advertising
- Direct marketing
- Sales Promotion
- Public Relations
- Personal Selling

The elements that are mostly affected by new media technologies are Advertising, Direct Marketing and Public Relations so the technologies presented in the film are organised around these.

This distinction is however not precise. For example blogging technology may be used for both PR and Advertising. In this scenario, the information was categorized by the area in which it is mainly used i.e. Blogging was presented under the PR section of the film.

**Sound Mastering**

To help improve the overall impact and cohesion of the sound, a mastering process was undertaken to ensure maximum quality. To master the sound, the Sound
Editing Application Adobe Audition was utilised. The following process was performed (Adobe 2004):

1. Analysis: To determine the overall frequency & dynamic range of existing file.
2. Noise Reduction: To remove unwanted hiss, hum, clicks, or pops
3. Equalization: To achieve desired tonal balance
4. Compression: To maximise perceived volume
5. Normalization: To ensure that the loudest sounds reach the highest levels digital systems allow – 0dBFS

The best way to ensure the best quality sound for a production is to capture it at its optimal quality (Lyver 1999). By setting the sound levels correctly and placing the microphone in the optimal position sound was captured well. When capturing the interview from Solve IT however there was great deal of server noise. This was greatly reduced by using the Noise Reduction filter in Audition and minimising the sounds in that frequency range. Also the fact that the servers were actually in the shot of the interview greatly reduced the problem as the viewer will be subconsciously made aware of the reason for the gentle humming

Various additional filters were experimented with, such as Presence to improve the impact of the narration. Although these filters did make certain improvements, there were noticeable distortions in other areas of the narration, with a noticeable ‘warbling sound’. It was therefore better not to use these filters, and use
just the Compression and Normalization techniques to make the sounds as natural as possible.

Once mastered, the sound track was re-exported to Premiere for Editing.

**Exporting**

The final output destination for the film was DVD so the film was exported as an Mpeg-2 file. The file was then authored in Adobe Encore DVD to provide menus and background information on the film. This helped to give the final product a professional and polished image.

As a method of backup, the film was also exported to a Mini-DV tape, as well as to VHS. Additionally all project files were backed up to DVD.