

The Entertainment Industry: Introduction

Entertainment:

- ...that which affords interest or amusement
- ...an activity that is diverting and that holds the attention
- ...amusement or diversion provided especially by performers
- ...a humanistic concept =
Sensory inputs to our bodies: sight, sound, touch, taste, smell

Industry:

...a systematic work or labor; habitual employment in some useful work = companies or businesses that work towards a common purpose.

Management Careers:

1. Staged Story and Variety (pg. 18)
Live entertainment that is often set on (or within) a purpose-built area where a pre-determined story and/or routine is recited, acted or performed.
2. Music (pg. 39)
Entertainment that involves instrumental and/or vocal sounds that are relayed in an organized, structured and continuous manner.
3. Bars, pubs, and clubs (pg. 57)
Venues (or 'units') of varying sizes, where the sale of alcoholic drinks is typically the core business function, and where entertainment is provided to encourage patronage.
4. Cinema and film (pg. 78)
The spectrum of organizations that are concerned with the production, distribution, and showing of big-screen movie entertainment.
5. Broadcast Media (pg. 95)
Entertainment that is produced for mass audiences and broadcast or transmitted from a distant source.
6. Audio-visual Media (pg. 112)
Media formats that contain sound and/or images (still and/or moving) that require an electronic third-party device to be able to play/display their content.
7. The Internet (pg. 133)
A technologically-supported social and information network that uses common protocols to link audiences with a wide array of content and each other in a global entertainment exchange.
8. Gaming (pg. 153)
Entertainment that involves participation in a structured activity, usually undertaken for purposes of enjoyment, where a challenge or challenges are presented to participants, who must follow rules in order to achieve particular goals, and where outcomes are uncertain.
9. Printed Media (pg. 173)
Entertainment that is typically paper-based, involving the use of printed text and graphics.
10. Commercial Gambling (pg. 190)
Entertainment that involves risking the loss of money over a possible financial gain.
11. Spectator Sports (pg. 207)
Entertainment that involves the spectating of sporting activities that incorporate both physical exertion and fair competition.
12. Thrillertainment (pg. 227)
Entertainment that is intended to thrill, excite, and sometimes cause fright.
13. Edutainment (pg. 248)
Entertainment that is designed to promote knowledge and learning.
14. Sellertainment (pg. 273)
Entertainment that is designed to increase uptake among the audience of a product, belief or ideal.

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15. Culturtainment (pg. 294)
Entertainment that involves the demonstration, celebration or commemoration of the values, traditions or beliefs of a social group.
16. Spiritual Entertainment (pg. 313)
Entertainment that is based upon spirituality, religious belief and the supernatural.
17. Health Entertainment (pg. 329)
Entertainment that is designed to support positive physical and mental health.
18. Adult Entertainment (pg. 346)
Entertainment that is intended to arouse sexual desire amongst audience members.