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.*