Media Studies Induction Day

Starter: Common Knowledge

1. List 4 language devices you would use in English.
2. How has Suella Braverman been presented in the newpaper here?
3. What do you understand by the word 'ownership'?
4. What do you think is the difference between a 'passive' audience and an 'active' audience?

**Stretch:** What do you know about left and right wing politics?

Media Studies Induction Day

Starter: Common Knowledge

1. List 4 language devices you would use in English. Media Language
2. How has Suella Braverman been presented in the newspaper? Representation
3. What do you understand by the word 'ownership'? Industry (ownership)
4. What do you think is the difference between a 'passive' audience and an 'active' audience? Audience

Stretch: What do you know about left and right wing politics? Context

Theoretical Framework

Media Language

Industry

Media Product

Audience

Representation
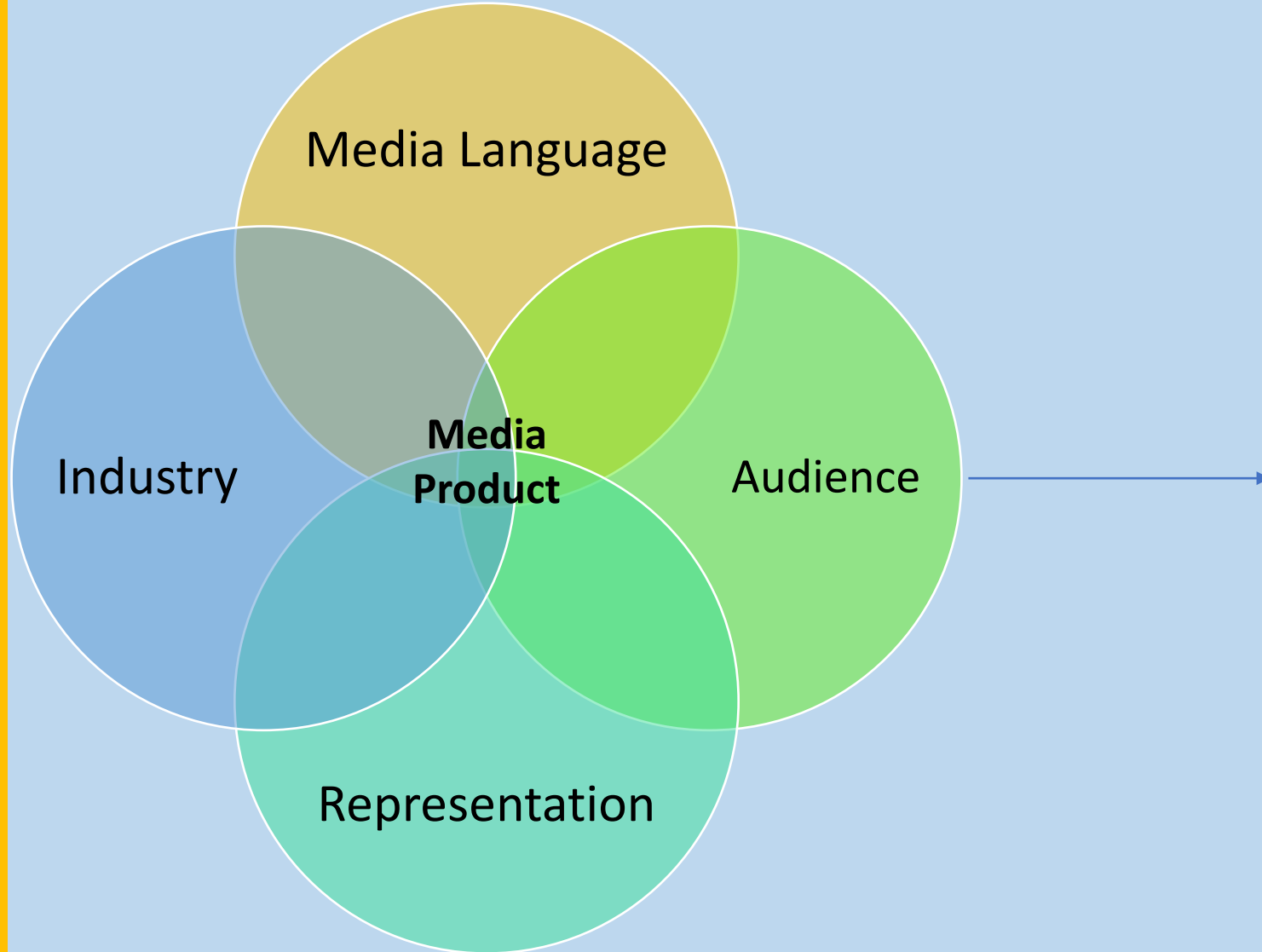
Component 1 Exam 35%
Section A: ML and Rep
Section B: Audience and Industry

Component 2 Exam 35%
Section A: Television (all framework)
Section B: Magazines (all framework)
Section C: Online (all framework)

Component 3 NEA 30%
Demonstrating that you can apply the framework to create your own media products.

The Texts We Will Study

Component 1

The Film Industry
- I, Daniel Blake (independent)
- Black Panther (mainstream)

Music Video
- Turntables (Janelle Monae)
- Riptide (Vance Joy)

- Advertising
  - Tide (1950s)
  - Tokyo Paralympics (2021)
  - Kiss of the Vampire (1963)

Newspapers
- The Daily Mirror and The Times

Radio
- George's Podcast

Video Games
- Assassin's Creed

Component 2

- Television
  - Peaky Blinders
  - The Bridge
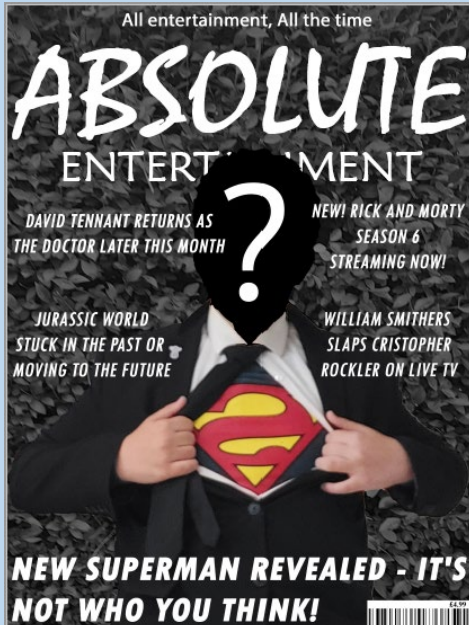
- Magazines
  - Woman's Realm
  - Huck

- Online Media
  - Zoella/KSI
  - Attitude

Approaching media from a critical theory perspective…

LANGUAGE

ESSENTIAL

Roland Barthes — SEMIOTICS
- Texts communicate their meanings through a process of signification.
- Order of Signification: Denotation, Connotation, Myth, Ideology.
- Constructed meanings can come to seem self evident, achieving myth status through a process of naturalisation.

Steve Neale — GENRE THEORY
- Genres may be dominated by repetition, but are also marked by difference, variation, and change.
- Genres change, develop, and vary, as they borrow from and overlap with one another.
- Genres exist within economic, institutional and industrial contexts.

Claude Levi Strauss — STRUCTURALISM
- Texts can be understood through examining their underlying structure.
- Meaning is dependent upon pairs of oppositions.
- How these binary oppositions are resolved can have ideological significance.

Jean Baudrillard — POSTMODERNISM
- In Postmodern culture the boundaries between the 'real' world and the world of the media are no longer distinguishable.
- Simulacra = a world of images which aren't 'real'.
- Hyper reality = images more 'real' than reality.

Tzvetan Todorov — NARRATOLOGY
- All Narratives share a basic structure that involves a movement from one state of equilibrium to another.
- These two states of equilibrium are separated by a period of disequilibrium.
- Resolution can have ideological significance.

Vladimir Propp — CHARACTER THEORY
8 distinct character types:
- The Villain
- The Hero
- The Donor
- The Helper
- The Princess
- Her Father
- The Dispatcher
- The False Hero

REPRESENTATION

ESSENTIAL

Stuart Hall — REPRESENTATION THEORY
- Representation is the product of meaning through language and is governed by codes.
- Stereotyping reduces people to a few traits.
- The powerful stereotype the subordinate / excluded groups as 'different'.

David Gauntlett — IDENTITY
- The media provides us with 'tools' that we use to construct our identities.
- Pick & Mix Theory: The Media today offer us a more diverse range of stars, icons and characters from whom we may 'pick and mix' different ideas and personalities.

Liesbet Van Zoonen — FEMINIST THEORY
- Gender is constructed through discourse and it depends on context.
- Objectification of women is a core element of western patriarchy.
- Visual and narrative codes for male body spectacle differ from female body.

Paul Gilroy — POST-COLONIALISM
- Colonial discourses continue to inform contemporary attitudes to race and ethnicity.
- Civilisation—ism constructs racial hierarchies and sets up binary oppositions based on notions of otherness.

Judith Butler — GENDER PERFORMATIVITY
- Identity is performatively constructed by the very 'expressions' that are said to be its results.
- No gender identity behind the expressions of gender.
- Performativity is not a singular act, but a repetition and a ritual.

Bell Hooks — FEMINIST THEORY
- Feminism is a struggle to end sexist / patriarchal oppression.
- Feminism is a is a political commitment rather than a lifestyle choice.
- Race, class, & sex decide the extent to which people are exploited / oppressed.

AUDIENCES

ESSENTIAL

George Gerbner — CULTIVATION
- Exposure to repeated patterns of representation over long periods of time can shape and influence the way in which people perceive the world around them (cultivating particular views and opinions)
- Cultivation reinforces mainstream values (dominant ideologies).

Henry Jenkins — FANDOM
- Fans are active participants in the construction and circulation of meanings.
- Textual Poaching: Fans appropriate texts & read them in ways that aren't authorised by creators
- Participatory Culture: Fans construct their social / cultural identities through mass culture images.

Clay Shirky — END OF AUDIENCE
- The Internet / digital technologies have had a profound effect on the relations between media and individuals.
- Audience members as passive consumers of mass media is not longer tenable in the age of the internet—media consumers are now the producers (UGC) who 'speak back' to the media.

Albert Bandura — MEDIA EFFECTS THEORY
- The media can implant ideas in the mind of the audience directly as they are passive.
- Audiences acquire attitudes, emotional responses & new conduct via modelling.
- Representations of transgressive behaviour (aggression) are imitable (Bobo Doll).

Stuart Hall — RECEPTION THEORY
- Communication is a process of encoding by producers and decoding by audiences. 3 hypothetical positions to decode meaning:
- Dominant / Hegemonic Position
- Negotiated Position
- Oppositional Position

INDUSTRIES

ESSENTIAL

Curran & Seaton — POWER & MEDIA
- The media is controlled by a small number of firms driven by profit & power.
- Media concentration limits variety, creativity & quality.
- Diverse patterns of ownership = more adventurous productions.

Livingstone & Lunt — REGULATION
- Struggle in UK regulation policy between need to further the protection of citizens vs. need to further choice of consumers.
- Increasing power of global media + the rise of convergent technologies = traditional regulation at risk.

30% NEA: Creating media products

All entertainment, All the time

ABSOLUTE
ENTERTAINMENT

DAVID TENNANT RETURNS AS THE DOCTOR LATER THIS MONTH

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"It took me 18 years to finally understand and accept my identity!"

Spark, a 19 year old transgender person, tells us their story of understanding who they are.

We know a variety of people may be confused with what they identify as, with topics of the lgbtq+ community being discussed more amongst the 21st century. Many are now gaining the confidence to come out with who they want to be, whether that being what gender they are attracted to, or rather what they themselves identify as. Spark tells us their experience of their journey to being proudly open as non-binary (They/them pronouns).

How it began
I remember back when i was 15 I began to question my identity. I asked my parents if they'd accept me if I was transgender or non-binary, and they would always tell me that I'll always be their little girl to them. This stopped me from attempting to explore myself, however being a girl or being called a girl didn't seem right. It didn't feel right. I only started thinking about who I truly am at the age of 18. I realised I felt much more comfortable being referred to as neither a girl or a boy. I felt like myself.

Simple things make a big difference
Whenever someone decided to refer to me with male pronouns as that what they assumed, it would make my day despite preferring they/them. It made me proud that I come across as being the opposite gender of the one I was given at birth. Small interactions like this would boost my serotonin.
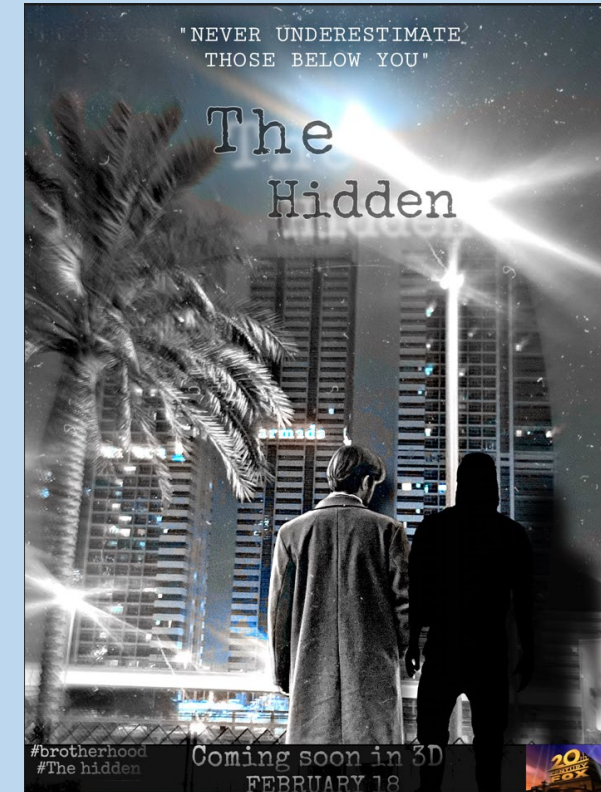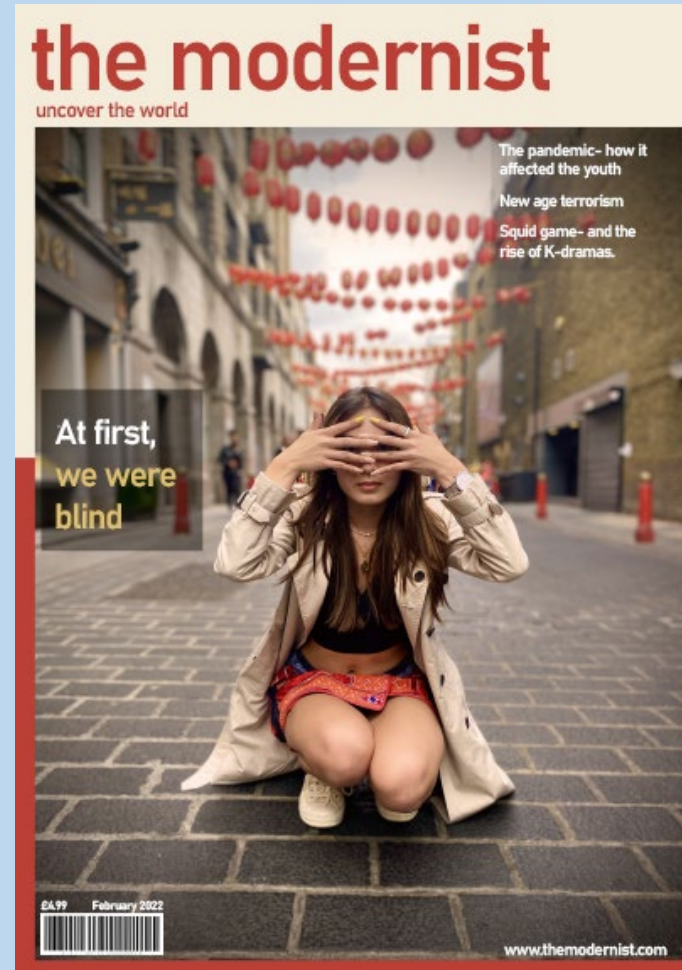
Photo taken by Bruno Lesley

"Coming out can be hard at first, but after that hard step you get a wave of confidence!" -Spark

"There will always be someone who will accept you. Do what makes you happy!"

If you or someone you know is experiencing struggles with how they identify, or feel insecure to come out, join our community! You can find us on our social medias below and talk to us about any problems or concerns you may be experiencing.

📷 @expressmagazineuk   🐦 @ExpressMagazineUK

What the future will bring
Currently I want to aim to get top surgery to remove my breasts, however I do know that it's very expensive, costing over £3000 in the UK. So currently while I'm saving to be able to afford this surgery, I use a binder. I heavily recommend purchasing one if you are experiencing heavy dysphoria. Just remember to not wear it all the time.

11   www.expressofficial.co.uk   12

DSPN

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20TH CENTURY FOX

Signs and symbols are culturally understood
Which door would you go in?

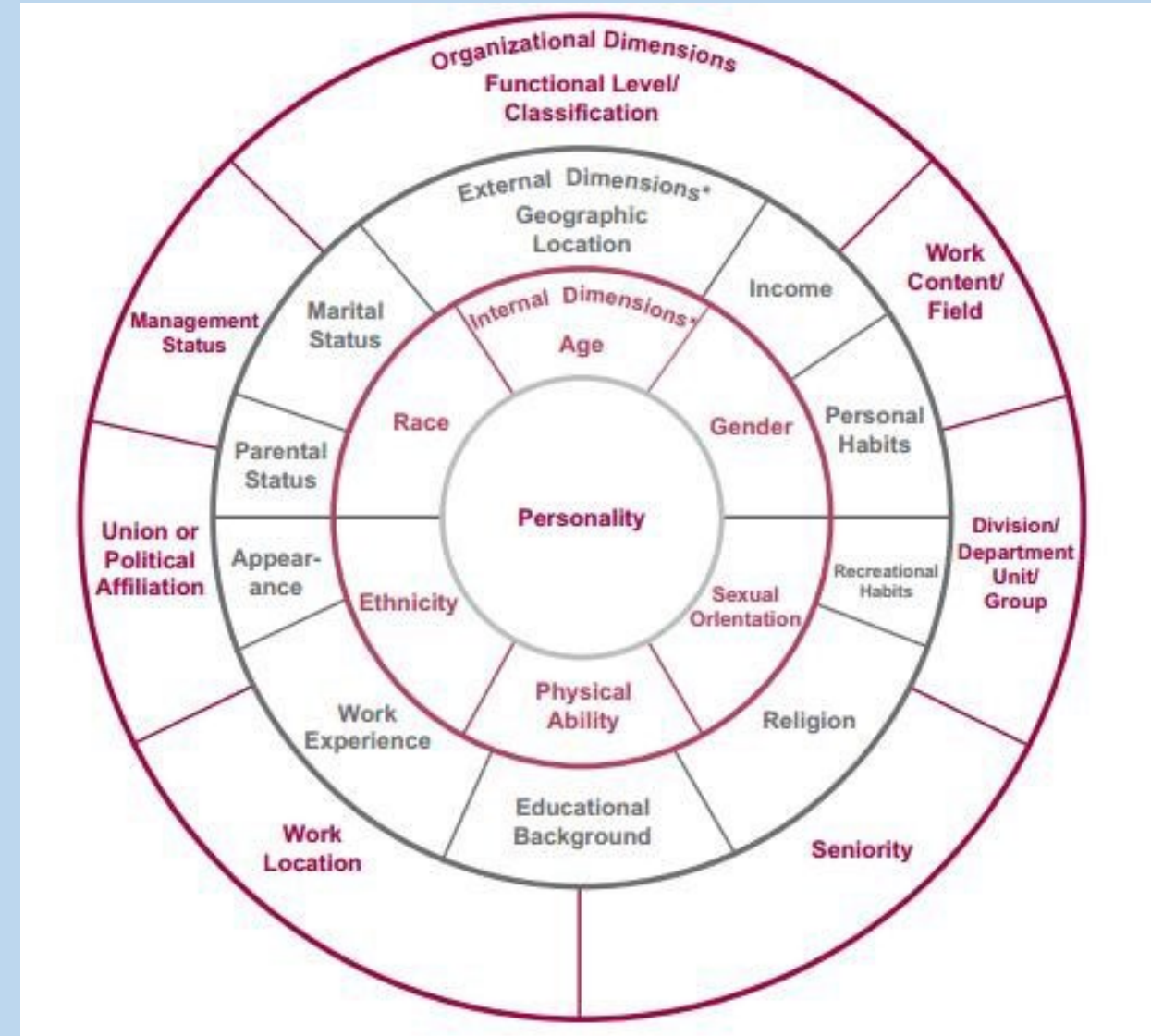# Signs and symbols

Draw a tree.
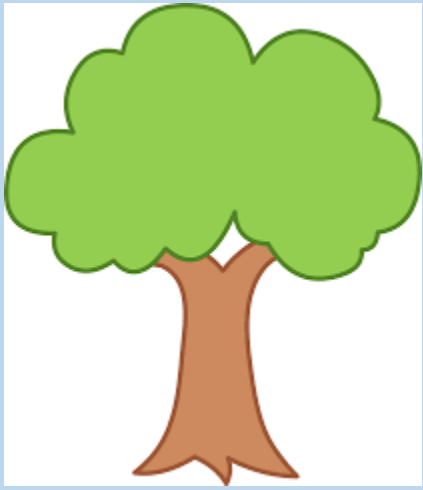
What are the connotations of these symbols?
The symbol of… connotes…

What social groups do you belong to? Make a list!

The Media
producer
encodes...

The Consumer
decodes...

Signs → **Meaning**

↓

These
meanings
can be
about...

Representation → **Ideologies**

Repeated over
time, these
representations
create...

Why does representation matter?

- Nichelle Nichols was the first African-American to play a lead role in a television series.
- Nichelle Nichols | Influence on Whoopi Goldberg – YouTube
- Nichelle Nichols: Woman on a NASA Mission – YouTube
- Young Black girls react to Halle Bailey as Disney's new Ariel l GMA - YouTube

Summer Task List:

Buy a folder

Watch the news

Complete the Summer Work