

A Level Media Studies

Media is a form of mass communication.

How many different types of Media can you think of?

A NETFLIX SERIES



Television



Radio



Newspapers



Online



Films



Music Videos

Advertising



Video games



Magazines



Course Outline

Component	Topics	Assessed	%
1	Media products, industries and audiences. Explores the theoretical framework of media.	Summer Exam: 2 hours 15 minutes	35%
2	Media Forms and Products in depth. Explores key set products in more detail than Component 1.	Summer Exam: 2 hours 30 minutes	35%
3	Cross-media production. Create your own magazine, film marketing, music video or television programme.	End of year 12: Coursework based NEA.	30%

What's the difference?



YEAR 13 MEDIA THEORY REVISION MAT 1 Year 13

Pyer's utopian Solutions / Pleasures Model
media provides gratification through escapist fantasy to counteract the dull routine of normal life.
Routine - excitement
Heritage - abundance
fragmentation - community

Neale: genre =
repetition + variation/difference

George Gerbner 1960s
Cultivation Theory
Prolonged exposure to TV has a desensitizing, numbing effect. Also leads to an excessively pessimistic, negative view of the world - **Mean World Syndrome**

Moral Panics- Stanley Cohen
'Folk Devils & Moral Panics (1971)
Popular media (e.g. **tabloids**) stir up fear about state of society. Minority and vulnerable groups are targeted & **demonized**. Encourages **scapegoating** and divides society. Leads to a reinforcing of 'conservative' values of strong govt, firm policing, tougher laws. Protects the rich and perpetuates privilege. **Status quo** is protected. Nothing changes.

Gatekeeping
Traditional media content is decided by editors & proprietors. Like night club bouncers, these gatekeepers act as censors. Decisions tend to **hegemonic** i.e. supporting the interests of ruling corporate elites.

Stuart Hall - 3 readings
1) **Dominant (hegemonic)**- sometimes called the **preferred** or **intended** reading. This is the meaning intended by the producer.
2) **Negotiated**- a meaning in between the two.
3) **Oppositional**: the opposite meaning to the one intended.
A MESSAGE IS TRANSMITTED THROUGH 'ENCODED' (mediated) REPRESENTATIONS & 'DECODED' BY AUDIENCES.

Two step flow (Lazersfeld & Katz)
Opinions flow in a cycle between media opinion leaders and the public. All are mutually dependent and rely on each other.

Curran & Seaton
1981: **'Power without responsibility'**. Trad. media have all the power & influence. Now outdated?

Postmodernism
Nothing is original - so it's all about: imitation, borrowing, reinvention parody, pastiche, bricolage, self-reflection, inter-textuality, blurring of opposites, form over content, mix of low & high culture, hybridity.

Baudrillard: Hyperreality
The mediated, simulated screen-based world is more real and immediate than authentic reality.

Social realism
A genre of UK film about the grim reality working-class life.
Andrea Arnold, Ken Loach, Mike Leigh

Auteur theory
The idea that the director, not the producer, has full creative control of a film. Wes Craven, Tim Burton, Alfred Hitchcock, Stanley Kubrick.

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- The layout, media forms, and framework are very similar!
- The biggest difference is applying critical theory to analyse media products.

Framing difficult conversations

- 'In the media, I have seen...'
- 'A common stereotype is...'
- 'In my opinion,...'
- I agree/disagree because...
- Ask clarifying questions like 'Do you mean...?'

Remember:

- You can talk in generalisations
- Consider your words before you speak
- Be mindful of other people's experiences, and accept that they may be different to your own
- Be curious – seek to understand other's opinions rather than dismissing them
- It is okay to reconsider your perspective about a topic when learning about other points of view



Build from GCSE knowledge:

What stereotypes can you think of for men and women?



WHAT IS VAN ZOOONEN'S FEMINIST THEORY?

The way we talk about it

-The idea that gender is constructed through discourse, and that its meaning varies according to cultural and historical context.

What society expects of gender roles

-The idea that the display of women's bodies as objects to be looked at is a core element of western patriarchal culture.

Where men have power and privilege

-The idea that in mainstream culture the visual and narrative codes that are used to construct the male body as spectacle differ from those used to objectify the female body.

Women must conform to beauty standards and are sexualised

Men are 'strong' and 'powerful'

**Peaky Blinders was
set in 1919
– just after WW1**

**What were the
expectations of women
during and after the war?**

Do they conform to
Van Zoonen's feminist
theory?



The Women of Peaky Blinders

Start with the stereotypes:

Which stereotypes do the women **conform** to, and which do they **subvert**?



The Women of Peaky Blinders

How do the women of Peaky Blinders conform to, or subvert Van Zoonen's theory?



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The way we talk about it

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Why might the producers have created these representations?