

# Media Debates Postmodernism & Assessment Objectives

AO1: Demonstrate knowledge and understanding of media concepts, contexts and critical debates, using terminology appropriately. (60%)			AO2: Analyse media products by applying knowledge and understanding of theoretical approaches (40%)	
Media Concepts (3 Marks)	Contexts / Debates (3 Marks)	Use of Terminology (3 Marks)	Analysis using theory. (3 Marks)	Examples / Case Studies. (3 Marks)
<p><b>Audience</b></p> <p><i>“How audiences are constructed and addressed by media texts and how audiences interpret and respond to media texts.”</i></p> <p><b>Industry</b></p> <p><i>“How and why media texts are produced, distributed and consumed.”</i></p> <p><b>Representation</b></p> <p><i>“How the media construct the social world, the mediation of ideas, individuals and groups.”</i></p> <p><b>Media Language</b></p> <p><i>“How the media communicate meanings through media forms codes, (technical) conventions and memes.”</i></p>	<p><b>Nothing New</b></p> <p>There are no new ideas. All art (and media) is simply a copy of a copy of a copy....of a parody, of a pastiche, of an intertextual reference.</p> <p>The audience require cultural competence</p> <p><b>Nothing True</b></p> <p>The audience can no longer tell the difference between reality and media reality.</p> <p><b>Nothing Certain</b></p> <p>Society (the audience) has become disillusioned with the BIG IDEAS and traditional beliefs.</p>	<p>Media Language</p> <p>Representation</p> <p>Audience</p> <p>Industry (Producers)</p> <p>Text</p> <p>Pastiche</p> <p>Parody</p> <p>Intertextuality</p> <p>Recycling</p> <p>Avatar</p> <p>Bricolage</p> <p>Copy of a copy of a copy... a simulation</p> <p>Simulacra</p> <p>Hyperreality</p> <p>Consumer Culture</p> <p>Myth</p> <p>Consumption</p> <p>Simulation</p> <p>Hegemony</p> <p>Identity</p> <p>Satire (parody with teeth)</p> <p>Grand Narrative or Meta Narrative</p>	<p><b>Jameson</b></p> <p>Modern media creates nothing new; it simply recycles old ideas, old images, old texts, old brands, old styles, through a process of...He didn't much like Postmodernism. He said it was, 'a new kind of flatness, a depthlessness, a new kind of superficiality in the most literal sense.'</p>	<p><b>YOU MUST ANALYSE AT LEAST ONE MEDIA FORM!</b></p> <p>(TV, FILM, MUSIC VIDEO, SOCIAL MEDIA) Identify the parody or pastiche you recognize and explain how it is a copy of a previous text. Be specific about the source, the framing, the music, the words in the intertextual reference)</p>
			<p><b>Baudrillard</b></p> <p>Like Gauntlett he says we are living in a world in which we define ourselves through the products we buy and the brands we support. That world of brands, images, representations is a <b>simulation</b>. If you think it's 'real life' you're living in a <b>hyperreality</b>.</p>	<p><b>YOU MUST ANALYSE RECENT MEDIA - FROM THE LAST 5 YEARS!</b></p>
			<p><b>Lyotard</b></p> <p>Postmodern society has <b>lost faith</b> with all of the '<b>big truths</b>.' Whether those truths are from... God(s), politicians, education, progress, beauty, science, poetry, art, culture, capitalism, socialism, taste, values... nothing is sacred, everything should be questioned (satirised or challenged).</p>	<p><b>PLEASE REFERENCE THE BLOG FOR OUR ANALYSIS OF THIS YEAR'S TEXTS.</b></p>