

Media Contexts TV Drama Essay & 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 (5 Marks)	Contexts / Debates (5 Marks)	Use of Terminology (5 Marks)	Analysis including theory. (5 Marks)	Examples / Case Studies. (5 Marks)	
<p>Representation</p> <p><i>“How the media construct the social world, the mediation of ideas, individuals and groups.”</i></p> <p>Media Language</p> <p><i>“How the media communicate meanings through media forms codes and (technical) conventions.”</i></p>	<p>How does media language communicate meaning, which is decoded by the audience? Meaning in relation to:</p> <ul style="list-style-type: none"> ● Characters ● Events ● Settings <p>How are representations of social groups reinforced or subverted?</p> <p>Possible groups including:</p> <ul style="list-style-type: none"> ● AGE ● GENDER ● POWER / STATUS ● CLASS ● ETHNICITY ● (DIS)ABILITY ● SEXUALITY <p>Dominant ideology reinforced by the media and adopted by audiences</p> <p>Progressive / regressive representations in the media, which support cultural hegemony?</p>	<p>CAMERA</p> <p>Framing (ECU, BCU, CU, MCU, MS, MLS, LS, ELS)</p> <p>Angle (High, Low, Canted)</p> <p>Movement (Pan, Tilt, Track, Dolly, Roll, Crane...)</p> <p>Composition (Symmetry, negative space, nose room...)</p>	<p>Introduction must identify themes & important representations.</p> <p>ESSAY SHOULD BE STRUCTURED IN THREE MAIN PARAGRAPHS</p> <ul style="list-style-type: none"> ● Characters ● Events ● Settings <p>Conclusion should refer directly to themes and representations</p> <p>Theorists (at least 2)</p> <p>De Saussure</p> <ul style="list-style-type: none"> ● Signifier & Signified <p>Barthes</p> <ul style="list-style-type: none"> ● Action, Enigma, Symbolic, Semic, Cultural...codes <p>Blumler & Katz</p> <ul style="list-style-type: none"> ● Personal Identity, Entertainment & Information <p>Levi - Strauss</p> <ul style="list-style-type: none"> ● Binary Opposition (Conflict & Themes) <p>Hall</p> <ul style="list-style-type: none"> ● Preferred / Negotiated / Oppositional Readings <p>Gauntlett</p> <ul style="list-style-type: none"> ● Constructed Identity 	<p>This essay must include at least one example of each micro feature:</p> <ul style="list-style-type: none"> ● Editing ● Sound ● Mise-en-scene ● Camera <p>In total, you should be aiming for:</p> <p>12+ examples of design decisions (mise-en-scene), cuts in the edit, sound & music as well as how the person, place, event have been framed in the camera.</p> <p>These examples should analyse the meaning constructed. Then explain the significance of that analysis to the theme, conflict or representation.</p> <p>Analytical Verbs: Infer, suggest, signify, encode, symbolise, reinforce, demonstrate, imply...æ ‘show’!</p>	
		<p>MISE-EN-SCENE</p> <p>C.L.A.M.P.S</p> <p>Proxemics, production design, performance, juxtapositions (contrasts), uniform(ity), historical period (context)</p>			<p>EDITING</p> <p>Cutting (SRS, MoA, Eyeline...)</p> <p>Montage / Continuity</p> <p>Rhythm (Speed, shot duration)</p> <p>Space (Cross cutting, transitions..)</p>
		<p>SOUND</p> <p>Diegetic</p> <ul style="list-style-type: none"> ● Dialogue ● Ambient / Foley <p>Non-Diegetic</p> <ul style="list-style-type: none"> ● Music (Tempo, instrumentation, crescendo..) ● Voice Over 			

Media Contexts Music Industry Essay & 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 (5 Marks)	Contexts / Debates (5 Marks)	Use of Terminology (5 Marks)		Analysis using theory. (5 Marks)	Examples / Case Studies. (5 Marks)
<p>Audience</p> <p><i>“How audiences are constructed and addressed by media texts and how audiences interpret and respond to media texts.”</i></p> <p>Industry</p> <p><i>“How and why media texts are produced, distributed and consumed.”</i></p>	<p>AUDIENCE</p> <p>Demographics, psychographics and fans</p> <p>How audiences are reached, addressed & maintained (fans)</p> <p>Appeal of music & star images</p> <p>Consumption & converged technology</p> <p>Participation, interaction & democratisation</p> <p>Platforms</p> <p>Mass (mainstream) vs niche (specialised)</p> <p>Audiences use of music & star images</p> <p>INDUSTRY</p> <p>Processes of production, distribution, marketing and exhibition / exchange</p> <p>Democratisation of production, distribution and exchange</p> <p>Global vs local contexts</p> <p>Ownership & control</p> <p>Conglomeration, diversification & vertical integration</p> <p>Disruptive technologies (digitisation) for PDME.</p> <p>The flow of money</p> <p>Convergence of media platforms & synergies</p>	<p>Demographics</p> <p>Psychographics</p> <p>Fans</p> <p>Participatory</p> <p>Consumption</p> <p>Exhibition</p> <p>Exchange</p> <p>Attention</p> <p>Niche</p> <p>Specialised</p> <p>Mainstream</p> <p>Mass</p>	<p>Social interaction</p> <p>Identity</p> <p>Star Image</p> <p>Platforms</p> <p>Genre</p> <p>Predictable pleasure</p> <p>Cognitive surplus</p> <p>Interactive</p>	<p>Blumler & Katz</p> <p>The active audience are using the media to fulfil specific needs and pleasures.</p> <p>Curran & Seaton</p> <p>Conglomeration has led to a concentration of power in monopolies (conglomerates) Choice is narrowed for the audience.</p> <p>Hesmondhalgh</p> <p>Profit is more important than creativity for conglomerates. Therefore, they create formulaic brands & franchises they know will sell & can be marketed.</p> <p>Jenkins</p> <p>Fans have used the power of converged technologies to democratise music and star image production. They are reclaiming the myths / grand narratives from corporations.</p> <p>Shirky</p> <p>The audience is now participatory and will use their cognitive surplus to engage with interactive texts and marketing campaigns.</p>	<p>The Big Three. Part of a larger conglomerate that uses cross media ownership.</p> <p>An indie label making music for a more niche genre and local audience</p> <p>A DiY artist who has used converged technologies to create their own star image and distribute their music (even if they later sign to a label).</p> <p>Tik Tok, which offers highly participatory engagement with music</p> <p>Spotify (or another streaming service) that took control of distribution over from the pirates (as well as traditional distributors)</p> <p>Cross media distribution (music in games / films / adverts...)</p> <p>Synergy, an example of a star image promoting a brand.</p> <p>Cross media convergence in marketing and promotion</p> <p>Guerilla marketing campaign which is designed to get attention and drive engagement.</p> <p>The power of the influencer in driving engagement (two step flow model).</p> <p>Cross media convergence in exhibition and exchange (live streams or performances in VR)</p> <p>The importance of live performances for new artists.</p> <p>The significance of the back catalogue and older star images, eg, ABBA.</p> <p>Cross media consumption</p> <p>Social media and the star image</p>
		<p>Cross media convergence</p> <p>Production</p> <p>Marketing</p> <p>Distribution</p> <p>Exchange / Exhibition</p> <p>Conglomerates</p> <p>Indie Labels</p> <p>DiY Artists</p> <p>Platforms</p> <p>Synergy</p> <p>Guerilla Marketing</p> <p>Viral</p> <p>Word of Mouth</p>	<p>Streaming</p> <p>Integration</p> <p>Subscription</p> <p>Horizontal Integration</p> <p>Vertical Integration</p> <p>Social Media</p> <p>Reach</p>		

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>Audience <i>“How audiences are constructed and addressed by media texts and how audiences interpret and respond to media texts.”</i></p> <p>Industry <i>“How and why media texts are produced, distributed and consumed.”</i></p> <p>Representation <i>“How the media construct the social world, the mediation of ideas, individuals and groups.”</i></p> <p>Media Language <i>“How the media communicate meanings through media forms codes, (technical) conventions and memes.”</i></p>	<p>Nothing New 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>Nothing True The audience can no longer tell the difference between reality and media reality.</p> <p>Nothing Certain Society (the audience) has become disillusioned with the BIG IDEAS and traditional beliefs.</p>	<p>Media Language Representation Audience Industry (Producers) Text Pastiche Parody Intertextuality Recycling Avatar Bricolage Copy of a copy of a copy... a simulation Simulacra Hyperreality Consumer Culture Myth Consumption Simulation Hegemony Identity Satire (parody with teeth) Grand Narrative or Meta Narrative</p>	<p>Jameson 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>YOU MUST ANALYSE AT LEAST ONE MEDIA FORM! (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>Baudrillard 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 simulation. If you think it's 'real life' you're living in a hyperreality.</p>	<p>YOU MUST ANALYSE RECENT MEDIA - FROM THE LAST 5 YEARS!</p>
			<p>Lyotard Postmodern society has lost faith with all of the 'big truths.' 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>PLEASE REFERENCE THE BLOG FOR OUR ANALYSIS OF THIS YEAR'S TEXTS.</p>

Media Debates Regulation & 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>Audience</p> <p><i>“How audiences are constructed and addressed by media texts and how audiences interpret and respond to media texts.”</i></p> <p>Industry</p> <p><i>“How and why media texts are produced, distributed and consumed.”</i></p> <p>Representation</p> <p><i>“How the media construct the social world, the mediation of ideas, individuals and groups.”</i></p> <p>Media Language</p> <p><i>“How the media communicate meanings through media forms codes, (technical) conventions and memes.”</i></p>	<p>Freedom of speech vs protection from harm.</p> <p>Where does your freedom to express yourself end?</p> <p>Pluralist vs Moralist modes of regulation</p> <p>Self-regulation (block, mute, report) vs socially & morally agreed rules (Legal, Decent, Honest, Truthful)</p> <p>Gatekeeping and democratisation</p> <p>Democratisation has taken power away from the traditional gatekeeper who decided what to publish. We're all journalists now.</p>	<p>Media Language</p> <p>Representation</p> <p>Audience</p> <p>Industry (Regulators)</p> <p>Text</p> <p>Misleading</p> <p>Offensive</p> <p>Harmful</p> <p>Human rights</p> <p>Freedom of speech</p> <p>Protection from harm</p> <p>Pluralists & Moralists</p> <p>Gatekeepers</p> <p>Democratisation</p> <p>The editors code</p> <p>Holding power to account</p> <p>Exploitation</p> <p>Misrepresentation</p> <p>Participatory</p> <p>Interactive</p> <p>Regulation of publishers vs regulation of platforms</p> <p>Section 230</p> <p>Influencers</p> <p>Fake news</p> <p>Misinformation</p> <p>Trusted news source</p> <p>Balance</p> <p>Unbiased</p> <p>Reporting of facts</p> <p>Opinions driven news</p> <p>The culture wars.</p> <p>The data economy</p> <p>Surveillance capitalism</p>	<p>Hypodermic Needle</p> <p>The notion that we are directly influenced by the media. Monkey see monkey beats up BoBo doll.</p> <p>Two step model</p> <p>That values attitudes and beliefs are cultivated over time by influencers, brands and texts</p> <p>Milton & then Mill</p> <p>The right to freely express yourself is a crucial and fundamental right (Milton). However, that freedom should not be used to cause harm to others (Mill).</p> <p>Shirky</p> <p>The audience is now participatory and will use their cognitive surplus to engage with the wider media ecology / environment.</p> <p>Blumler & Katz</p> <p>We are seeking role models from the media as well as information on how to be in the world.</p>	<p>Adverts (you choose)</p> <ul style="list-style-type: none"> • A misleading advert • An offensive advert • An advert that does not appear to be an advert • An exploitative advert • The ban on advertising junk food to children on TV. <p>News Papers and Print Media</p> <ul style="list-style-type: none"> • A new story when the news media exposed corruption or held power to account • A news story where the newspaper overstepped the bounds in pursuit of a story <p><i>Still up to you to choose.</i></p> <p>Online Media</p> <ul style="list-style-type: none"> • The whole democratised and interactive wonder which is the interactive and participatory internet and social media. • A story where an echochamber like Instagram has caused physical and psychological harm to a young person. • Section 230 <p><i>Use your own stories.</i></p>

Media Debates Ecology & 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 (6 Marks)	Contexts / Debates 6 Marks)	Use of Terminology (6 Marks)	Analysis using theory. (6 Marks)	Examples / Case Studies. (6 Marks)
<p>Audience</p> <p><i>“How audiences are constructed and addressed by media texts and how audiences interpret and respond to media texts.”</i></p> <p>Industry</p> <p><i>“How and why media texts are produced, distributed and consumed.”</i></p> <p>Representation</p> <p><i>“How the media construct the social world, the mediation of ideas, individuals and groups.”</i></p> <p>Media Language</p> <p><i>“How the media communicate meanings through media forms codes, (technical) conventions and memes.”</i></p>	<p>The Media as an environment</p> <p>The interconnected and interdependent relationships between audience, industry, media language and representation.</p> <p>Converged technology, democratisation and disruption to the media ecosystem.</p> <p>The ways in which the active audience are able to interact and participate in production, distribution, marketing and exchange of media texts.</p> <p>Social media benefits and harms.</p> <p>Echo chambers, filter bubbles, fake news, identity politics and tribalism are some of the negative consequences of social media. The attention or surveillance economy.</p> <p>Ownership and Conglomerates</p> <p>A direct link to the music industry. Concentration of ownership has led to the commodification of culture. Conglomerates seek to monopolise a media form through buyouts and mergers.</p> <p>The medium is the message</p> <p>How new media technologies have changed the definition of what it means to be human, how society works and even challenged our sense of self and identity.</p>	<p>Media Language</p> <p>Representation</p> <p>Audience</p> <p>Industry</p> <p>Text</p> <p>Government</p> <p>Commerce</p> <p>Regulation</p> <p>Postmodern Media</p> <p>Converged Technologies</p> <p>Synergy</p> <p>Cross media convergence</p> <p>Fans / Fandom</p> <p>Participatory</p> <p>Interactive</p> <p>Disruptive technologies</p> <p>Star Image</p> <p>Influencer</p> <p>Brand</p> <p>Data / Surveillance Economy</p> <p>Echo Chambers</p> <p>Filter Bubbles</p> <p>Identity</p> <p>Conglomerate</p> <p>Monopoly</p> <p>Tent Pole</p> <p>Franchise</p> <p>Globalisation</p> <p>Advertising Model (of social media)</p> <p>Oligopoly</p> <p>Hegemony</p>	<p>David Gauntlett</p> <p>Our identity is flexible, negotiated (fluid), collective and participatory (prosumers). Identity is defined and shaped by media representations.</p>	<p>The Social Dilemma Documentary</p> <p>Watch it again for loads of examples of the harmful impact of social media and the attention economy.</p>
			<p>Henry Jenkins</p> <p>We're all fans now. Converged technology has empowered fans to reclaim socially important ideas and myths from the conglomerates.</p>	<p>A conglomerate.</p> <p>A global conglomerate that dominates within a media form. The Big Three or Disney, if you like movies.</p>
			<p>Tristan Harris</p> <p>The lead expert in The Social Dilemma documentary. He warns us of the harm social media is having on the individual and democracy.</p>	<p>A disruptive technology or platform.</p> <p>Which has changed production, distribution, marketing and/or exchange/exhibition: TikTik, Fortnite, Spotify, Netflix and mobile phones.</p>
			<p>Eli Pariser</p> <p>We exist in a web of one. The algorithm knows us better than we know ourselves and serves up content based on our previous consumption.</p>	<p>A social media platform</p> <p>Which has given fans a space to operate, but which is also designed to be addictive and compulsive: Instagram, Snapchat or TikTok.</p>
			<p>Marshall McLuhan:</p> <p>“First we shape our tools and then our tools shape us.” The invention of new technologies have profound and unforeseen consequences for humanity, society and the individual.</p>	<p>Cambridge Analytica</p> <p>A company which illegally harvested data from Facebook and used that to create bespoke adverts to bring about political change: Brexit & US Elections.</p>
			<p>Synoptic Theories.</p> <p>Media ecology is a synoptic unit and so you can cite any theorist that supports your arguments... Shirky, Curran & Seaton, Hesmondhalgh, Media Effects, Hall, B&K...</p>	<p>A Reality TV Show (Love Island)</p> <p>Which is highly participatory, uses regressive representations and which is a sausage factory of influencers.</p>
				<p>A star image or influencer</p> <p>Using the two step flow model of influence to monetise their influence by using synergy to promote other brands and issues.</p>
				<p>Fan groups</p> <p>Groups who use their cognitive surplus and converged technologies to influence their audience. One positive and one negative example.</p>