PiXL Gateway: Progression
- Media Studies

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Welcome to your Media Studies Y11 to Y12 transition booklet

At KS5 Media Studies is underpinned by four KEY CONCEPTS that you will learn about:

- MEDIA LANGUAGE
- REPRESENTATION
- AUDIENCE
- MEDIA INDUSTRIES

Alongside these you will also learn a range of **DIGITAL PRODUCTION** skills

This booklet is going to take you through a range of activities that are designed to prepare you for studying Media Studies at KS5

Contents

Appendix (Developing Independent Research)
Wider Reading
Media Theorists
Media Terminology Research

Media Language

Media language refers to how media products communicate with an audience. This is mainly done through the use of visual language. You will find that media texts communicate meaning through the use of signs and symbols.

Terminology Task- Write your own definitions of these key media language terms:

- Denotation
- Connotation
- Representation
- Symbolic codes
- Target audience

- Preferred reading
- Polysemy
- Encoding
- Decoding
- Anchorage

Textual Analysis

In order to works you are going adverts and explain You should find one positive way and one negative way. For the following:

understand how **MEDIA LANGUAGE** to practise analysing two different print how meaning is created within them. advert that represents women in a advert that represents them in a each of the adverts you should explain

1. What is the target audience for the text? How do you know this?
2. What assumptions about the audience and their values/beliefs are implied within the text?
3. How might different audiences respond to this text in different ways?
4. How have technical codes, such as camera shots and angles, and symbolic codes such as body language and facial expressions, been used to position the audience?
6. Are there different readings of this text (polysemy)? What is the preferred reading?
7. Why have the producers used media language to construct this representation of gender?
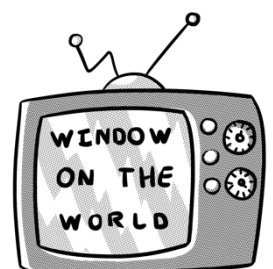
Representation

Representation refers to how the media portrays events, issues, individuals and social groups. Many theorists such as Stuart Hall and David Gauntlett have explored the notion that the media do not actually reflect the world, but they shape it through their representations.

Task: Watch this short film from the YouTube channel 'The School of Life'.
https://www.youtube.com/watch?time_continue=8&v=NwPdAZPnk7k

Q. Do you think the media offer audiences a window on the world?

Produce a Prezi presentation that explores the question above, You should include examples from media texts to support your points.

Media Industries

Media industries refer to the business aspect of the media. As media students you will be exploring how different media industries produce, distribute and market their products.

Researching key terms - Research the meaning of these key terms. You should write your own definitions (make sure you understand what you are writing):

- Conglomerate
- Oligopoly
- Regulation
- Synergy
- Convergence

- Mainstream
- Independent
- Ideology
- Hegemony
- Democracy

Mainstream media products are often produced by big global conglomerates that have a large amount of power within the industry.

Watch this documentary about press ownership: https://www.youtube.com/watch?v=2FnbbgUIO4w

Task: Carry out a case study research task into Rupert Murdoch's **NEWS CORP**. As part of this you should produce a mind-map illustrating all of the companies they own across different media forms. Write your findings up as a teaching resource that could be used with GCSE students studying Media Ownership.

Audience

What would be the point of any media text if there was no audience to consume it? Within Media Studies 'audience' refers to how different forms of media target, reach and address audiences. We also explore how to group people into audiences and how these groups respond differently to different media texts.

One way of grouping audiences together is by looking at their PSYCHOGRAPHIC profile. Watch this video https://www.youtube.com/watch?v=xhby7s9OJv0 and then carry out your own research into psychographic groupings.

Task: Produce an **INFOGRAPHIC** explaining the seven different psychographic groups. For each group you should include a description of their members' personalities, examples of media texts they would choose to consume and why they would choose these texts.

Media Production

The new specifications at A-Level are split between examined work and NEA (non-examined assessment) coursework. This typically accounts for one third of your final A Level grade.

Developing your digital production skills

In order to prepare for this section of the course you should work on developing your own production skills over the summer. Choose one (or both if you are feeling ambitious) of these production briefs:

Brief 1: Magazine Production

Design and create the **front page, contents page** and a **double page spread** for a new lifestyle magazine aimed at a fashion conscious 18-25 AB demographic audience. You can choose whether this would be a mainstream or independent magazine, but whichever you choose it should clearly follow the conventions of the medium within that field. You should think carefully about the following aspects:

- The **NAME** – what is the brand name? What are the connotations of this name? How does it appeal to the target audience? What does it suggest about the magazine?
- **USP** (unique selling point) – what is the USP of your magazine brand? What gap in the market does it fill? What does it offer the audience that is different to other current magazines?
- **AUDIENCE** – how are you going to appeal to the target audience?
- What **USES** and **GRATIFICATIONS** does the magazine offer the audience?
- **CONTENT** – what issues are explored within the magazine? How are the contents organised into different sections in the contents page?
- **AESTHETIC STYLE –** what colour palettes and typeface have you chosen to represent the brand and appeal to the target audience? What main image have you chosen for the cover page to grab the audience's attention and communicate the genre of the magazine?

Brief 2: Music Video Production

Shoot and edit the first minute of a music video for any song of your choice. Your video can either be a narrative video, performance based or a mix of both. Whichever genre you choose to work in, you must remember to clearly encode genre signifiers throughout the footage. You should also think carefully about the following aspects:
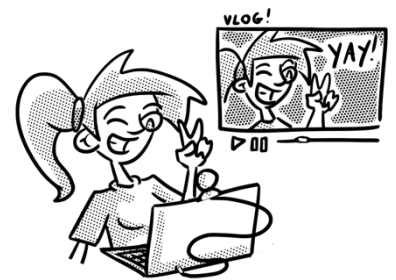
- **CAMERA SHOTS, ANGLES** and **MOVEMENTS –** how do these engage the audience and work with the genre of music? Remember the camera needs to keep moving to keep the audience interested.
- **MISE-EN-SCENE** – how have you included props, locations and settings to engage the audience and communicate the genre?
- What **USES** and **GRATIFICATIONS** does the music video offer the audience? Why would they enjoy watching this?
- How have you constructed a **STAR PERSONA** in the music video?
- Have you thought carefully about **LIP SYNCING** and matching the visuals and music?

Developing your Digital Technology Skills

A large part of the media world involves embracing digital technologies. Developments in technologies and advancements of Web 2.0 means audiences are now becoming producers of their own media products, from shooting and uploading their own films on YouTube, to designing and maintaining their own blogs.

As a confident media producer, you should use the summer holidays to familiarise yourself with the technologies listed below, and have some fun producing your own.

1. **Blogging -** Create your own **blog** to record your summer adventures
   www.blogger.com
2. **Graphic Design -** Create your own **graphic design** products and **videos** using Adobe Spark
   https://spark.adobe.com/home
3. **Sharing and distributing your own content -** Create your own **YouTube channel** to upload your own videos, and then share with friends and family
   https://www.youtube.com
4. **Website creation -** Create your own **website**
   https://www.wix.com/

TED Talks

Here is a list of links to TED talks that are connected to the concepts explored within Media Studies:

https://www.ted.com/talks/alisa_miller_shares_the_news_about_the_news
https://www.ted.com/talks/johanna_blakley_social_media_and_the_end_of_gender
https://www.ted.com/talks/david_puttnam_what_happens_when_the_media_s_priority_is_profit

TED Talks Playlist
https://www.ted.com/playlists/21/media_with_meaning
You should watch the videos above and think about the key points raised in each one.

Analytical Task: Write a blurb explaining what each talk is about, and then add your thoughts on this talk.

Creative Task: Produce your own style TED talk exploring one of the key Media concepts (outlined in this booklet) that interests you. If you don't want to film yourself you could do it as a 'Draw my Life' style video. You could use a website such as www.powtoon.com to help you produce this.

APPENDIX

(Developing Independent Study)

Wider Reading

Media Theory

Researching Media Technical Codes

Wider Reading

As sixth form students it is essential that you develop your independent learning skills and carry out wider reading around your subject.

Here is a list of books and websites which will help you prepare for the theoretical aspect of the Media Studies course.

Books

Media, Gender and Identity by David Gauntlett

Feminism is for Everybody by bell hooks

Feminist Media Studies by Liesbet van Zoonen

Gender Trouble by Judith Butler

After Empire by Paul Gilroy

There Ain't No Black In The Union Jack Paul Gilroy

Media Regulation by Lunt and Livingstone

Here Comes Everybody by Clay Shirky

Cognitive Surplus: Creativity and Generosity in a Connected Age by Clay Shirky

Representation: Cultural Representations and Signifying Practices Edited by Stuart Hall

Power without Responsibility: Press, Broadcasting and the Internet in Britain by James Curran

The Cultural Industries by David Hesmondhalgh

Convergence Culture: Where Old and New Media Collide by Henry Jenkins

Websites
The Media Guardian: https://www.theguardian.com/uk/media

EMC's Media Magazine: https://www.englishandmedia.co.uk/media-magazine (well worth subscribing to)

British Film Institute: http://www.bfi.org.uk/

University Guide to Media courses: https://www.topuniversities.com/courses/communication-media-studies/guide

Media Theorists

During the Media Studies course you will encounter many media theorists that have studied various areas of the media. In order to give you a head start you should research as many of these theorists as possible and produce a document that outlines their key theories linked with each of the concepts below:

Media Language

Semiology – Roland Barthes
Narratology – Todorov
Genre Theory –Steve Neale
Structuralism – Claude Levi-Strauss
Postmodernism – Baudrillard

Media Representations

Theories of Representation – Stuart Hall
Theories of Identity – David Gauntlett
Feminist Theory – Van Zoonen
Feminist Theory – bell hooks
Theories of Gender Performativity – Butler
Theories Around Ethnicity, and Post-Colonial Theory – Gilroy

Media Industries

Power and Media Industries – James Curran and Jean Seaton
Regulation – Livingstone and Lunt
Cultural Industries – Hesmondhalgh

Media Audiences

Media Effects – Bandura
Cultivation Theory – George Gerbner
Reception Theory – Stuart Hall
Fandom – Henry Jenkins
'End of Audience' Theories – Clay Shirky

Investigating Technical Codes

Below is a list of key technical terms that will support you within your Media Studies course. To help you prepare for the course you should begin by researching and writing your own definition of the key terms below. You could also include the effect of the technical code.

Camerawork and photography create meaning and communicate messages through:

Framing	
Medium shot	
Close-up	
Long shot	
Medium close-up	
Extreme close-up	
Medium long shot	
Establishing shot	
Overhead	
Point of view (POV)	
Two-shot	
Over shoulder shot	
Angles	
High angle	
Low angle	
Canted angle (Dutch)	
Movement	
Static	
Pan	
Whip pan	
Tilt	
Track	
Dolly	
Crane	
Hand-held (Steadicam®)	
Zoom	
Aerial	
Composition	
Aspect ratio	
Rule of thirds	
Depth of field (deep and shallow focus)	
Focus pulls	

Colour	
Warm	
Cold	
Black and white	
Monochromatic palette	
Exposure	
Filters	
Colour Hue	

Visual Effects	
Green/blue screen	
Computer-generated imagery (CGI)	
Slow motion	
Fast motion	
Freeze frame	

Lighting is used to create meaning and communicates messages through:

Direction and Shadows	
Overhead lighting	
Under lighting	
Side lighting	

Colour	
Warm	
Cold	
Natural	

Quality	
Hard lighting	
Soft lighting	
High key	
Low key	

Editing techniques create meaning and communicate messages through:

Narrative sequencing	
Continuity editing	
Non-continuity editing	
180 degree rule	
Cutaways	
Shot/reverse shot	
Eyeline match	

Action match	
Cross-cutting	
Flashback or flashforward	
Intercutting	
Parallel editing	
Elliptical editing	
Montage	
Transitions	
Continuity cuts	
Jump cuts	
Fade in and fade out	
Wipe	
Dissolve	

Sound creates meaning and communicates messages through:

Diegetic sound	
Non-diegetic sound	
Ambient sound	
Synchronous sound	
Asynchronous sound	
Foley sound	
Sound bridges	
Music	
Soundtrack	
Score	
Incidental music	
Theme music	
Sound/musical motifs	
Dialogue	
Voice-over	
Mode of address	
Direct address	
Accent	

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