



# Introduction to the course

By the end of this course, you will be able to do the following:

- Demonstrate skills of enquiry, critical thinking, decision-making and analysis
- Demonstrate a critical approach to media issues
- Demonstrate appreciation and critical understanding of the media and their role both historically and currently in society, culture, politics and the economy
- Develop an understanding of the dynamic and changing relationships between media forms, products, media industries and audiences
- Demonstrate knowledge and understanding of the global nature of the media
- Apply theoretical knowledge and specialist subject specific terminology to analyse and compare media products and the contexts in which they are produced and consumed to make informed arguments, reach substantial judgements and draw conclusions about media issues
- Engage in critical debate about academic theories used in media studies
- Demonstrate sophisticated practical skills by providing opportunities for creative media production.

You will need to do this through a solid understanding of the theoretical framework of Media Studies. This is the following:

- **Media language:** how the media through their forms, codes, conventions and techniques communicate meanings
- **Media representations:** how the media portray events, issues, individuals and social groups
- **Media industries:** how the media industries' processes of production, distribution and circulation affect media forms and platforms
- **Media audiences:** how media forms target, reach and address audiences, how audiences interpret and respond to them and how members of audiences become producers themselves.

Write out a definition of the theoretical framework in your own words:

Theoretical framework	Definition
<b>Media Language</b>	
<b>Media representations</b>	
<b>Media Industries</b>	
<b>Media Audiences</b>	

# Media theorists

You will also need to know, understand and apply a range of academic theorists and apply them to print/online news and long-form television, both of which are synoptic units (meaning you will be expected to explore these in depth across all 4 of the theoretical frameworks you reviewed on page 2).

2: Research the following theorists and write a definition of their theories. This will need to be in your own words. You will find this factsheet useful: <https://www.ocr.org.uk/Images/421658-academic-ideas-and-arguments-factsheet.pdf>

<b>Media Language</b>	
<b>Barthes</b> - Semiology	
<b>Neale</b> - genre theory	
<b>Levi-Strauss</b> - Structuralism	
<b>Todorov</b> - Narratology	
<b>Baudrillard</b> - Postmodernism	
<b>Representation</b>	

<p><b>Hall</b> - Theories of representation</p>	
<p><b>Gauntlett</b> - Theories of identity</p>	
<p><b>Van Zoonen</b> - Feminist theory</p>	
<p><b>hooks</b> - Feminist theory</p>	
<p><b>Butler</b> - Theories of gender performativity</p>	
<p><b>Gilroy</b> - Theories about ethnicity and postcolonial theory</p>	
<p><b>Industries</b></p>	
<p><b>Curran and Seaton</b> - Power and media industries</p>	

<b>Livingstone and Lunt</b> - Regulation	
<b>Hesmondhalgh</b> - Cultural industries	
<b>Audience</b>	
<b>Bandura</b> - Media effects	
<b>Gerbner</b> - Cultivation theory	
<b>Hall</b> - Reception theory	
<b>Jenkins</b> - Fandom	
<b>Shirky</b> - 'End of audience' theories	

# Media Language

- **Media language:** how the media through their forms, codes, conventions and techniques communicate meanings

You will also need to be able to analyse a range of different types of media, ranging from music videos, magazine front covers, newspaper front covers, radio and television shows. These will be both seen and unseen extracts.

One of the media forms you must explore as part of the course is The Big Issue. This will look a little like the example you see on the next page.

You will need to **research the following terms to understand the codes and conventions of magazine covers:**

Magazine convention	Description/definition
Masthead	
Strapline	
Tag line	
Feature article	
Central of visual interest	
Cover lines	
Puffs	
Typography	
Mode of address	
Language (puns/intertextual references and allusions)	

**HOW DOES THE COMBINATION OF ELEMENTS OF MEDIA LANGUAGE COMMUNCIATE MESSAGES AND VALUES?**

-the use of pictures, standing together unified  
-different people (shows their values and how homelessness is a global problem that effects everyone. Also to show how the magazine is to help people from all walks of life

**Overall layout /composition**  
Lots of colour, highlights bright ideas for company

**HOW DOES THE COMBINATION OF ELEMENTS OF MEDIA LANGUAGE REFLECT THE POLITICAL/ SOCIAL/ CULTURAL CONTEXT?**

-different people from all different backgrounds.

-political from the headline 'We Are Here' shows how they are not to be forgotten by political parties or people of a higher class because they are homeless.

**Images/photographs (shot type, angle, focus)**

Long shot pictures of homeless people who sell the magazine but also up close and personal to add an element of relatability to the magazine.

**How do these representations reflect the industry context/ ideology of The Big Issue?**

The representation of the homeless people help to communicate the unity of the magazine which reflects the industry's context

**Masthead**

In the middle, makes it stand out due to it being central

**Font size. Type and colour etc.**

Big, bold and bright colours (pink and yellow). Plus hashtag part attracts audience and the same font size makes reader look at the 'Now, more than ever' part which is an important feature of the article.

**Narrative established**

'We are here', proud almost patriotic. An element of celebration.

**How is the audience positioned in relation to these representations?**

The audience is positioned together as one unified group which are facing towards to audience in order to connect with the reader.

**Language Blue Representations Red**



Also, the combination of British colours and of different people also represents 'britishness' and culture

**HOW DOES THE COMBINATION OF ELEMENTS OF MEDIA LANGUAGE ESTABLISH THE BRAND IDENTITY OF THE MAGAZINE?**

-All of the people on the cover are standing together as one, the unity shown in the colour as well as that they are all wearing different things yet brought together by the red tabard shows unity which is the brand identity of The Big Issue

**HOW DOES THE COMBINATION OF ELEMENTS OF MEDIA LANGUAGE CONSTRUCT AND APPEAL TO ITS TARGET AUDIENCE?**

- The target audience for The Big Issue is 18+ male and females. The cover is very colourful so attracts that audience and also the use of the hashtag appeals to the younger section of the target audience bracket. Also, there are male and females on the front cover meaning the audience isn't gender specific.

**Cover lines**

'We are here' shows unity because of the word 'we' and eye-catching

**Language/ anchorage**

Happy expressions communicates the happiness of the people that they are able to earn money and makes people more likely to buy the magazine because they feel like they are helping someone

**Are there a diverse range of people represented?**

Yes, on the front cover there is a range of people such as black, white and Muslim men and women

**Any empowering messages that positions the audience to respond positively and align with this point of view?**

The main point made is 'we are here' which I think is a very empowering message to communicate to their listeners that they are here to make a living and to be noticed by the public.

**"A hand up not a hand out" Does this cover show this?**

The people on the cover appear to be happy about being given the opportunity to make some money which communicates the idea of having a hand up.

Use the previous as a model to annotate and analyse this example of a front cover of the Big Issue (this is one of the set texts you will study for Paper 1: Media Messages).

There is a smaller version on page 9 for you to annotate.



ESTABLISHED 1991  
**THE BIG  
ISSUE**

**£2.50**  
EVERY MONDAY  
NO. 1515 JULY 9-15 2018  
A HAND UP NOT A HANDOUT



# FLAKE NEWS

AVOID MELTDOWN! | HOW TO BEAT ANXIETY | DISCOVER USELESSNESS | EAT ICE CREAM

# Print and Online News

You will also be studying the Daily Mail and the Guardian newspapers. Research and answer the following questions:

1. What is the circulation of both newspapers?
2. What is the political ideology of both newspapers? Which political parties do they support?
3. What is the current number of followers on Twitter for both newspapers? Do either newspaper have more than one Twitter feed?
4. Who are the targeted audiences for both newspapers? Who are the typical readers of both newspapers?
5. What is the ownership model of both newspapers? Who owns them and what structure is in place?

**The  
Guardian**

**Daily  Mail**