**AS MEDIA REVISION GUIDE**

**QUESTION 1:**

**How to answer question 1:**

Question 1 requires an analysis of an unseen text, for 2015 this will be print based. Question 1 will indicate which topic/representation your exam will focus on.

It will be structured as:

**1.) Analyse the two texts commenting on**

**Visual codes**

**Layout and design**

**Genre Conventions/Language and mode of address**

Therefore to start, structure your points around the 3 bullet points, commenting on all 3. Note down everything you can see in whatever way you find most useful. Once you have all your points, then comment on the **purpose** and **effect (what the purpose of using that specific convention is and what effect it has)** and then use your simple notes to structure your essay around.

In order to gain more marks, you need to know the specific language of layout and form for each of the main media platforms that could come up. Down below is listed the key words.

**Magazine/Newspaper**

* The **masthead** gives the name and date of publication. Generic and needed.
* A **puff** is a small promotion of a product or service, helpful to know who the key target audience is as who would be the people likely to want this product
* The **strapline** is a short statement that sums up the story in a few words.
* The **headline** are words in large type found at the top of the story, summarising it
* The **deck** is the number of lines in a headline (e.g. a two-deck headline)
* A **banner headline** is a headline that stretches across most of the front page
* An **exclusive** is a story published by only one newspaper(commonly known as a scoop), this makes it easier to identify the target audience, who would care about this exclusive.
* The **lead** is the first paragraph or two of a news story, a good tool to intrigue the audiences attention
* The **caption** is the headline under a photo. This can sometimes **anchor** the image to a specific meaning or message and give it more context
* The **typography** of a text (e.g. the font style, size, colour used)
* The way the text has been arranged and ordered is referred to as the **layout.** The most common layout convention is the ‘Z’ formation Mr Freear taught us.

**E-media (Internet)**

* **Banner ads**, which often use animation to attract your attention, can be found on most commercial websites, usually at the top of the page
* **Hyperlinks** or **links** can be used to direct you to another webpage**,** You can also discuss how successfully you can **navigate** the site which indicates the specific target audience as the simpler the design, the older the audience
* **Blogs** are websites updated by individuals,
* **Web 2.0** sites allow users to interact with the site and each other. The content of the site is largely user-generated (e.g. *YouTube* or **social networking** sites like **Facebook**)

**Film Poster**

* **House Colour**, hints at genre of film (horror movie posters generally use dark colours to represent evil etc)
* **Film title,** especially focusing on what font is used and what it connotes, but also why the film is called what it is. For example the film ‘goodfellas’ creates an **enigma**, as the film is about gangsters who are not infact ‘goodfellas’
* A **Tagline/slogan** is used to hint at genre and narrative, also used to intrigue the audience
* **Actor Images** used to identify the audience with the characters but also to sell the film using stars/icons who follow with a large fan base(link in two-step flow opinion leaders)
* **Credits** are animportant convention of film posters as it shows who the main cast/director are, A name can have the same effect as a face image.
* **House Style** refers to where everything is placed, it is important as it can hint at wether its a mainstream film or an independent film(independent films usually have smaller credits as there is no one that huge to use to sell the film, where as big budget mainstream films will have massive titles screaming the stars names in order to sell the film more)

Page 239-240 in the textbook is really good for setting out how to structure your answer.

**QUESTION 2:**

Question 2’s main focus is audience, and it will test your understanding of audiences.

**Part A:** This part requires you to focus on on one of the two unseen texts and apply your own knowledge to it, being able to segment 2 target audiences from it and give reasons. **MAKE SURE YOU REALLY SUPPORT YOUR CHOSEN AUDIENCE WITH EVIDENCE.**

**Part B:** requires detailed references to the same unseen text to elaborate on your answer to part A. State what about the text appeals to different audiences, use language from question 1. Make 5 points minimum.

**Part C:** Is a short essay-style answer question which centers around 2-3 texts you have studied that fit the appropriate topic. A lot of focus must be on analysis of the text, but also backed up with relevant audience theories. Your texts should be quite new texts, from different media forms and of course relevant. Choosing texts that contrast works well as it allows you to discuss various different uses and gratifications available for different audiences.

**QUESTION 3:**

This question will ask you to consider how specific **people**, **groups**, **events**, **places** or **concepts** have been represented. Represented means the **editorial choices** made (what’s been included and what’s been left out); Does it rely on **stereotypes** and the **ideological beliefs** that the representation may expose or does it reject those stereotypes?

The exam could focus on many different topics so you will need to have many different examples to use for each one. Most representations filter down to good representations and bad representations, you will also need theories to support each one. The table below lists some examples you could use for each one and theories you can use to support.

| REPRESENTED | GOOD REPRESENTATIONS | BAD REPRESENTATIONS | THEORIES TO SUPPORT |
| --- | --- | --- | --- |
| DISABILITY | **Paralympics coverage- 2012** given the same amount of respect as the olympics, Same opening ceremony coverage etc  **Ellie Simonds**- The youngest paralympic champion is represented as a role model for young people in newspaper ‘ELLIELUJAH- 2 golds. 2 World Records. All in 48 hours.’  **Augustus Walters The Fault In Our Stars 2014-** Shows how a boy with a disability can live a normal romantic life  **Hiccup from How To Train Your Dragon-** Disabled but still is the main protagonist. A good role model for children | **Scarred Villains-** The villain usually always has some form of disability.  Bond- Raoul Silva burns victim  Green Latern/Harry Osbourne- Becomes disabled so becomes a villain  **Professor Xavier X-Men-**Defined to his wheelchair, never really talk about his disability (could be seen as good as he isn’t defined to his disability, but also doesn’t show it in a positive light)  **Lt Dan Forest Gump-** Depressed and wants to die just because he’s disabled, portrays being disabled as the worst thing that could happen | **Paul Hunt 1991.** Disabled people representions whittles down to conforming to one or many of10 stereotypes.   1. Pathetic 2. An object of curiosity or violence 3. Sinsiter/Evil 4. The super cripple 5. To create an atmosphere 6. Laughable 7. His/Her own worst enemy 8. As a burden 9. As Non-Sexual 10. Being unable to participate in daily life |
| GENDER | **Strong female Protagonists-** In todays age, strong female protagonists are on the rise, you can mention many such as: Katniss ‘The Hunger Games’, Mystique’X:MEN: Days of Future Past, Hermione Granger’Harry Potter’ Tris”Divergent’ Black Widow, Avengers etc- **TALK ABOUT THE EFFECT ON YOUNGER GENERATION**  **Mens Lifestyle magazines-** portrays men in a positive light as it encourages ambition as well as a healthy lifestyle  **Frozen 2013-** Goes against the traditional disney stereotype that all women need to rely on a man to be happy, and that women can be independent and do the job just as well  **Made in Dagenham-** Shows women taking control and power in order to gain equality. Character of Rita especially  **Educating Yorkshire-** Man who teaches boy with stutter how to publicly talk,Teaching overtly female profession, shows male teaching off in a good light | **Music Videos-** Females are usually represented in music videos as young, skinny , flirty, overly sexualised which can be extremely demoralising. **BEYONCE**- Represents powerful women however her assets are still exaggerated and admired and she wears skimpy outfits, not such a positive image (however greatly depends on genre, pop is much more demeaning than say Taylor Swifts country music videos)  **Wolf of Wall Street 2013-**presents men as misogynistic and greedy,frequently supports the exploitation of women by buying prostitutes  **Family Guy**- Often sexually exploits women on screen and demeans women (The character of Meg)  **Fearne Cottons 2011 Cosmopolitan cover(or any kind of cover you can quote-**Airbrushing and photoshopping that sets unattainable standards for women to achieve | **Star Theory-** How certain types of people/ certain stars should play generic characters, e.g Robert Downey Jr is expected to play an action hero  **Laura Mulvey ‘The Male Gaze’-** Within Media Texts we are usually watching them through the eyes of a heterosexual male. (extremely prominent in The fast and furious films for an example.  **The Bechdel Test-** short test that shows gender equality. It asks 3 questions 1.) does the film have atleast 2 women in it 2.) do they talk to each other 3.) is it about something else other than a man?  **Two Step Flow-** We trust the information given to us through opinion leaders e.g family, teachers, celebrities. This is why if a celebrity tells you to dress a certain way, you will because you trust them,  **Queer Theory-** Queer theory challenges the ideas of gender roles  **WOMEN FACT-** Average sized woman is a 12/14 but the media deems this size as fat  **Dominant Ideology-** Ideologies that have been ingrained into everyday life that we don’t question or try to rebel against and keeps stability. Set out by Church, Media, The Law includes gender roles |
| LGBT | **Johnny Carter ‘Eastenders’-** His characters story line of coming out as gay was received positively, especially as the character of Danny Dyers son who is known for gangster type hard roles  **Cucumber/Banana/Tofu Channel 4:** Represents the LGBT community outside of the generic stereotypes through its not so conventional characters, such as the characters of Henry, an old, quite serious white male and his partner Lance, a middle aged Black man, whos wise and calm  **Pride (2014)-** Shows a group of Lesbian and gays supporting the miners set in 1984. Positive as it focuses on what them as humans, not just their sexuality.  **Ru Pauls Drag race-** Shows the positivity and fun that comes with cross dressing. Shows the persons normal life aswell as their drag life to show its a completely okay thing to do | **Cam-Modern Family:** LGBT is usually represented through stereotypes, a trait of this is overly dramatic, Cam is a perfect example of this. An example to use is Lilys birth where he acted it out as the lion king.  **Game of Thrones-** Being Gay on the show is seen as a crime/abomination, Season 5 makes is punishable by death (Link to character of Ser Loras) Very influential for a TV show that has up to 18.6 million viewers  **The character of Kurt from Glee-** Dramatic, Obsessed with fashion “You can tell i’m depressed because I’ve worn the same shirt twice”- STEREOTYPICAL  **Negative news coverage-** Many news channels cover pride parades, but spin them to look like riots and show the public nudity side that people find rude and disgusting | **Stonewalls research-** Gay people were only represented in 5 hours and 43 minutes out of 126 hours of TV and out of that they were portrayed negatively for 2 hours 3 minutes.  **Hayes production code 1920-1968-** American censorship of many things including showing any homosexuality as it was deemed as wrong  **FACT-** Being gay was seen as a crime until 1967  **Implicit Personality Theory-** Stereotypes between character traits. makes it easy for the media to make representations |
| CLASS | **Steph and Dom from Gogglebox-** Positive representation of the upper class, Seen enjoying TV and having fun just like other classes, not stuck up.  **Corrie/Eastenders-**Positively shows the working class community values, however they do not reflect reality  **News Coverage of the Monarchy-** Presented as well-bred and cultured, seen doing good things for the country. | **The Riot club-** Negative representation of the upper class: Rude, Obnoxious and better than others. Alistar Ryle character states “I’m F\*cking sick of poor people”.  **Downton Abbey-** Represented through their estate and their wealth, juxtaposed with the servants they hire and how they are treated.  **The Grand Budapest Hotel-** All the upper class care about is money, That is why they chase down Gustave for receiving the inheritance instead of the family even though they showed no interest at any other point in her life.  **Little Britain ‘Vicky Pollard’-** Underclass-Rude, Chavvy, Gets in trouble, Dumb Swearing (satricial character) | **Karl Marx “Marxism’-** Society is based around money and capitalism, There must always be a class in charge and superior  Newman 2006- Argues the tabloid media dedicate a large deal of their content to examining the lives of another section of the wealthy elite which invites the audience to amide the achievements.  Many magazines/newspapers are aimed at the middle class- Daily Mail, The Daily telegraph. Content of newspapers is usually focused around the middle class with regards to declining moral standards and national pride.  **Butsch (1992)-** Working class portrayed as flawed individuals |
| AGE | **Educating Yorkshire-**Shows children working hard and putting in the effort to get a good education  **Skyfall and the character of James Bond-** An older action hero, skilful questions wether Bond is too old to continue, however the end concludes that with age comes experience. Also good as it shows older people can still be romantics  **Off their rockers-**  Shows old people having a laugh and having fun joking with the general public, contrasts the stereotypical view of old people being grumpy and barely doing anything.  **RED-** Shows older generation being action heroes, helping to save the country from national threat. “thats right old man” “old man? you have no respect. Old man my ass” | **Joanna Lumley’s Woman & Home 2011 front cover-** Features words such as ‘ageless’ and many articles on how tools younger, demeaning growing old, seeing it negatively and ugly  **Pixars ‘UP’-** Mr Fredrickson is old, grumpy, doesn’t want to contribute to society, is mean to the younger generation. As this is a kids film it is very powerful.  **News Coverage of the 2011 riots-** Showed pictures of mainly teenagers doing the looting and the damage, even though it was people of all ages.  **Skins-** Shows the younger generation doing nothing but drugs and partying and causing trouble -also could link in Geordie Shore | **Hypodermic Needle Theory-** The media is encoded with messages and values that are constantly being injected into our minds as the correct moral message. (However this is old fashioned as it did not talk about individual responses) |
| ETHNICITY | **Slum Dog Millionaire-** shows traditional asian culture, without all the flashy stereotypical bits  **Emmerdale Kotecha family**- Shows an asian family successfully running a business other than the stereotypical corner shop one  **The Hangover ‘Chow’-** Stereotypically chinese villain, takes the mickey out of Chinese ethnics  **Get Hard-** extremely racist, sees white middle aged man stereotype every black man as a criminal and | Black people are represented as being in the lower class, most work in underclass jobs.  **Bullet Boy**- Shows black culture, but portrays it as crime based and poor based. All black people can amount to is a life of crime.  **Eastenders Lucas Johnson-** 103 complaints received because one of the only black characters in the show was a serial killer |  |
| EVENTS |  |  | Events is a topic that is better for individual revision. Topics to focus on could be: The Nepalese Earthquake, The election, The referendum, The winter Olympics etc |
| NATIONALITY-BRITISH | **Discover England ad 2015-** Shows a reliable, true, representation of the different parts of england in all its prosperity “Theres only one England”  **Coverage of the royal birth-** Shows Britain to be united as one over this event, all our traditional traits come out in recognition of our national pride.  **Gogglebox-** Shows what its like to be British from all different areas and classes. Positive as everyone is a decent human, | **News Coverage of the 2011 riots-** Showed Britain off in a bad light, crime filled and dangerous  **TOWIE-**Unintelligent characters, Bitchy, Dramatic.  **MIC-** Posh Stuck up, dramatic characters  **Geordie Shore-** All they do is party, won’t amount to much  **Flag Riots-** Belfast riots over the british flag being decided to be flown on certain days and not taken down all together. Country looked broken and fragile.  **Benefits Britain-** Shows Britain to be lazy, and scummy and Unintelligent. Living in dirt and exploiting the government | **Two Step Flow** |

**OTHER THINGS TO KNOW**

Producers of texts can use a variety of methods to identify their **target audience**. Audiences can differ from a small, particular, or niche audience to a large mass audience. In addition, there is also **Audience Segmentation** where a text can appeal to a range of different audiences in different ways.

Sometimes there is a **primary/main** audience and a **secondary** audience. An example for this is Pixar’s/Disney films, that are aimed primarily at children, but they have a secondary audience of parents.

**REPRESENTATION:**

* When a media text **represents** the world, the text is **mediated** in that it is constructed, edited and represented in a particular way.
* Sometimes the representation may reveal a certain **view** or **ideological** belief**.**

**There are 3 different views that the media text can be representing an issue:**

* **The reflective view** suggests that the media is exposing the **truth** of the matter, like a mirror’s reflection.
* **The intentional view** suggests the representation will have an intended meaning (e.g. an advert showing an attractive person drinking a can of Coke will have the meaning the advertiser’s intended – go away and buy some and you will be seen as attractive too).
* **The constructionist view** sees a representation as never being the truth and investigates some of the influences that the processes of production has over the representation.

**STEREOTYPES:**

* Many texts will use **stereotypes** to simplify their intended narrative or to poke fun at people or groups (e.g. the stereotypical school nerd).
* These texts usually **conform to** **social stereotypes universally known**, for example, that women always look after the home and children so therefore will be represented as mothers.
* Some texts can also go against these stereotypes, for example presenting women as strong, independent and powerful(e.g An action protagonist like Katniss Everdeen from ‘The Hunger Games’ 2012)
* Dissent: When a text deliberately subverts stereotypes in order to challenge the beliefs of society, then it can be considered an act of **dissent** (to go against the prevailing ideas of society). For example, a **dissenting** representation of terrorists would be to show sympathy for their cause, if not their actions.

**REPRESENTATION IN THE NEWS:**

* **T**he editorial choices the news make clearly influences how different people are represented, as the news is the most relied upon media source so many trust the view given.
* The way the news may represent an issue could be influenced by the way the information is presented
* The news can use **language** to create a positive or negative representation (e.g. calling the Iraqi resistance to the Coalition *insurgents*rather than *freedom fighters*).

**Demographics:**

Audiences can be classified into groups using data about age, gender, jobs etc. These are:

**A Upper middle class**

Top management, bankers, lawyers, doctors and other professionals

**B Middle class**

Middle management, teachers, many ‘creatives’ e.g. graphic designers etc.

**C1 Lower middle class**

Office supervisors, junior managers, nurses, specialist clerical etc.

**C2 Skilled working class**

Skilled workers, tradespersons (white collar)

**D Working class**

Semi-skilled and unskilled manual workers (blue collar)

**E People at lowest level of income**

Unemployed, students, pensioners, casual workers

This data is used by media producers in many ways. It influences production and can be used for advertising purposes to know

The largest film demographic for example is 16-25 year olds E and D, therefore many films are made to target that specific demand.