

Media Studies GCSE UNIT 1: SECTION A

1.1

Media Language

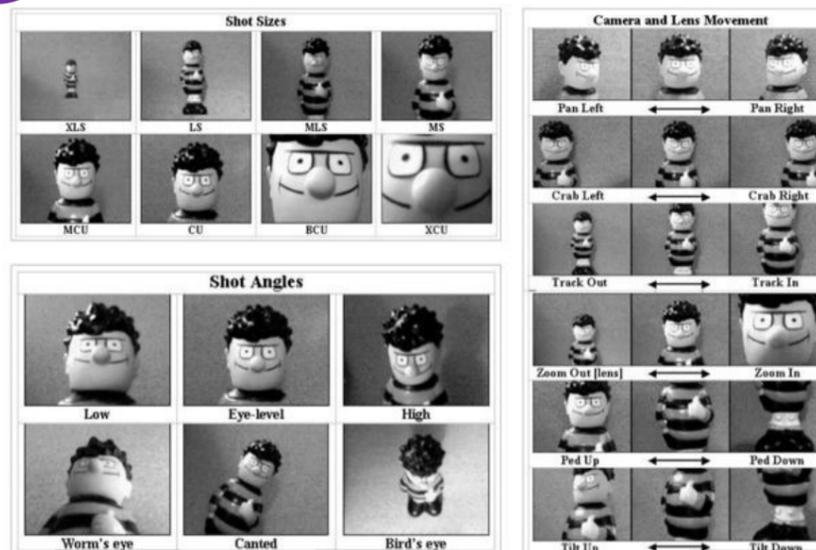
Overview

The GCSE theoretical framework is divided into four areas:

- **Media language:** How the media communicates meaning through **forms** and **codes and conventions**
- **Representation:** how the media portrays events, issues, individuals and social groups
- **Media industries:** How the media industries' processes of production, distribution and circulation affect media forms and **platforms**
- **Audiences:** How media forms **target**, reach and address audiences, how audiences interpret and respond to them, and how audience members become producers themselves

1.4

Camera Shots, Angles and Movement



Key terms:

Forms

The different types of media, for example TV and advertising.

Codes and conventions

The expected elements that will be included in products from particular media forms and genres.

Platforms

Different technological ways in which media products are made available to audiences e.g. website

Target

Aiming a product at a particular group of people; a target audience

Equilibrium

A situation where everything is calm and settled.

Resolution

When problems or disruptions are solved, or conflicts have been settled.

Non-linear narrative

A narrative where the events do not happen in chronological order.

Flashback

A scene where the narrative jumps back in time to show a past event.

Flashforward

A scene where the narrative jumps forward in time to show a future event.

Enigma code

A mystery or puzzle. Media products often don't tell all elements of the narrative at once, but withhold information to keep the audience guessing.

1.2

Analysing media products

Media producers **encode** particular messages and viewpoints that they want to convey, and audiences **decode** and interpret these meanings.

In media studies we analyse products using a system called **semiotics**. We need to consider each element of media language, or sign, that is used and consider the following:

1. The denotation of a sign: this is its literal meaning. For example a picture of an oak tree denotes a tree.
2. The connotation of the sign: this relates to the meaning we associate with a sign. So, the tree might connote nature, or something natural.



Many media products are **polysemic**; they communicate different meanings and so can be decoded in a variety of ways.

1.5

Propp's theory of narrative

Role	Purpose
Hero	Reacts to donor, weds princess
Dispatcher	Makes lack known and sends hero off on quest
Helper	Assists hero in quest
Villain	Acts against the hero
Princess & father	Hero's prize – often rescued by hero
False hero	Not as he seems; takes credit for hero's actions
Donor	Aids the hero by giving him something

Some narratives use a **non-linear** approach, where events do not happen in order. Narratives can also use **flashback** and **flash forward** approaches. Also, producers try to create mystery for the audience, this is known as the **enigma code**.

1.3

Analysing codes of media language

Visual codes

Visual codes are all the elements that we see in a media product. It is important to consider all of the aspects of the mise-en-scene when analysing a media product:

- ❖ **Colour palettes** are used by media producers to encode meanings and can communicate powerful messages. There are many connotations associated with different colours: for example red can suggest passion or danger, while blue connotes calm. Colour can also be used to establish mood and atmosphere e.g. yellows and oranges suggest warmth and comfort.
- ❖ **Location** is very important to help an audience to understand where the product is set.
- ❖ **Gesture codes** are how people express themselves through their posture and body language. Gestures can convey emotion, e.g. shaking a fist implies anger.
- ❖ **Facial expressions** communicate meanings that are easily recognised. A sad, surprised or angry facial expression, for example, will help an audience understand the emotion someone feels.
- ❖ **Props** can communicate messages about people and certain types of prop can signify a genre, such as guns in an action genre.
- ❖ **Dress codes**, including hair and make-up, convey messages about people in a media product.

1.6

2.1

Film Industry

Diversification: The process of a company or business expanding their market or audience by either producing a wider variety of products, expanding their reach etc. However for media companies, it may involve expanding themselves to different areas of the industry.

Vertical Integration: When a corporation is made up of a number of different, seemingly unrelated businesses. In a **conglomerate**, one company owns a controlling stake in a number of smaller companies which conduct business separately.

For example: Walt Disney is a media conglomerate. **The company** is known for its film studio division, **The Walt Disney Studios**, which includes **Walt Disney Pictures**, **Walt Disney Animation Studios**, Pixar, **Marvel Studios**, Lucasfilm, 20th Century Fox, Fox 2000 **Pictures**, Fox Searchlight **Pictures**, and Blue Sky **Studios**.

2.2

Jurassic World: Fallen Kingdom

Released Date: 22nd June, 2018 (United States)

Production Company: Amblin Entertainment; Legendary Pictures; The Kennedy Marshal Company; Perfect World Pictures.

Distributed By: Universal (Provided the funding)

Directed By: J A Bayona

Based on: Jurassic Park by Michael Crichton
Franchise: 2nd film in the Jurassic World Franchise.

Budget: \$170-185 million

Box Office: \$1.310 billion

Genre: Action/Adventure (hybrid)

Music Score: Composed by Michael Giacchino and the original Jurassic Park scores by John Williams were incorporated throughout the film.

Global Appeal/Success

- Universal is one of the Big Six Film Studios.
- Universal is owned by Comcast (a multi-media conglomerate)
- Filmed in the UK and Hawaii.
- Premiered at the Madrid film festival on May 21 2008
- Global Star Appeal: Chris Pratt; Bryce Dallas Howard; Rafe Spall; BD Wong; Jeff Goldblum
- Third highest grossing film of 2018/

2.3

Distribution and Marketing

Walt Disney Studio spent an established: 150 million dollars on prints and advertisements.

A **teaser campaign**, also known as a **pre-launch campaign**, is an **advertising campaign** which typically consists of a series of small, cryptic, challenging advertisements that anticipate a larger, full-blown campaign for a product launch or otherwise important event. Released long before the film's release.

We live in a digital age where studios use the internet to market films. This is cheaper; has a global reach and has the potential of "going viral" due to the number of audience/fan shares. This reflects Blumer and Katz's ideas about social interaction in the Uses and Gratifications theory via social media, audiences interact and share information.

November 22nd, 2017: 6 second trailer released

Early December, 2017: teaser trailers and behind the scenes featurettes released.

December 7th, 2017: First full length trailer released

February 4th, 2018: Second trailer released during the Super Bowl

April 13th, 2018: A 30-second teaser trailer was released announcing the release of a third full trailer on **April 18**

2018, Superbowl: A Jeep advertisement featuring Goldblum

Universal spent est: **145 million dollars** on prints and advertisements.

Film tie-ins with Oculus Headsets

Merchandise: Mattel; Lego; Funko;

Cross-promotion: Doritos; Dairy Queen; Kellogs; Kinder; Amazon

* Amazon marketing stunt: A dinosaur size truck was driven around Los Angeles

Alongside the paid-for marketing campaign, the actors were contracted to take part in publicity for the film which involved the "talk show" circuit worldwide. EG: Graham Norton

2.4

Media industries

Media producers create products for audiences. This process includes various stages such as the **production, distribution and exhibition**.

- ❖ **The production** stage includes the processes involved with constructing the media product. Before production begins, elements such as the budget, the creative team, and the facilities and equipment, need to be in place. The pre-production
- ❖ **Distribution** is the way the media products are delivered to audiences. Increasingly, media industries are using digital methods of distribution.
- ❖ **Ownership** – The Hollywood Film Industry is dominated by the big six studios: 20th Century Fox; Warner Bros; Paramount Pictures; Columbia Pictures; Universal and Walt Disney Pictures. These studios are conglomerates.
- ❖ **Conglomerates:** A media conglomerate is a company that owns numerous companies involved in mass media enterprises, such as television, radio, publishing, motion pictures, theme parks or the internet. s
- ❖ **Technology** has an important role in the production of media texts. Recent developments in digital technology have changed the nature of many media product. Digital technology allows for higher quality images; CGI: computer generated images enables the creation of special effects; the internet allows for cheaper distribution methods in a competitive market.
- ❖ **Regulation** – The BBFC (British Board of Film Classification) regulates the film industry in the UK. Each film is given an age rating. It is a non-government organisation founded in 1912. Jurassic World: Fallen Kingdom rated a 12A. **"moderate threat; occasional bloody moments; action violence."**

2.5

Media Language

Genre: a way of categorising a media text. Genre benefits the producer from the creative stage, providing a framework for the producers; it benefits the distribution team as it allows them to know how to market the film; it benefits audiences as they are able to identify the genre and conventions. Repeated codes within a genre are called conventions.

According to David Buckingham, **"genres are in a constant state of negotiation and change."** He believes that as society and technology change, genres evolve and change over time.

Hybrid genre: a combination of more than one genre. (Action-Adventure)

Mise-en-scene: Everything within the frame

Indexical Signs: When a sign signifies something else

CGI: Computer Generated Images – Hollywood studios have the capital to finance large action sequences allowing for higher production values.

Diegetic Audio: Sound within the narrative which the characters hear = explosions; dinosaur roars; dialogue

Non-Diegetic Audio: Sound edited in post-production = John Williams theme tune

Narrative

Hollywood films take a linear, chronological narrative.

Todorov's narrative theory : **narratives** follow a three-five part structure where they begin with **equilibrium**, where characters and setting are introduced, the villain disrupts that **equilibrium**, there is a climax where the hero and villain face each other in a battle.

The film ends with a new equilibrium where order is restored.

Propp's character types and spheres of action

Narratives are also structured through binary opposites (Strauss)
Enigma Codes are used to provide a mystery to the audience.

Role	Purpose
Hero	Reacts to donor, weds princess
Dispatcher	Makes lack known and sends hero off on quest
Helper	Assists hero in quest
Villain	Acts against the hero
Princess & father	Hero's prize – often rescued by hero
False hero	Not as he seems; takes credit for hero's actions
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2.1

Representation

Representation is the way in which people, places, issues and events are portrayed in the media.

An issue is a specific topic represented in a media product, e.g. an environmental issue such as climate change.

An event is something that happens in the world. It might be expected, e.g. an election or royal wedding, or unexpected such as an earthquake.

Theorist David Buckingham has argued, the media do not simply present a picture of the real world, they re-present **versions of reality** by **selecting and combining** different elements of media. Language as you might see in the images and text of a newspaper article. This process is called **mediation**.

Representations are constructed by media producers for a particular purpose and they communicate messages and points of view.

2.2

Stereotypes - Gender

A stereotype is an over simplified image of a particular type of person or social group.

Gender relates to the attributes and behaviour we associate with being male and female. In media studies, we analyse the ways producers construct representations of masculinity and femininity in media products.

Gender Traits

Male

- Assertive
- Task focused
- Passionate
- Forceful
- Deductive
- Interested in How

Female

- Collaborative
- Process focused
- Creative
- Passive
- Possibilities
- Interested in Why

Feminist approaches to media studies argue that the media are included in discrimination against women in society. There is more gender equality in society today, but many of the media industries are male dominated: fewer than 10% of directors are female. This impacts of representation of women in media products, are women are under-represented in many areas of the media. The vast majority of TV adverts have male voiceovers.

2.3

Stereotypes - Age

You will study the way in which people from different age groups are represented in the media.

Adults are the majority in society; they tend to have the most power and produce most media products. Younger and older people are arguably less powerful and are more likely to be negatively stereotyped:

- Children are often shown to be weak or vulnerable and in need of protection.
- Teenagers are frequently represented as being 'stroppy' and antisocial, for example the hoodie-wearing rebellious youth stereotype.
- Older people might be depicted as frail, lonely or forgetful; stereotypes include the 'grumpy old man'.



2.4

Stereotypes - Ethnicity

The media play an important role in constructing and communicating representation of ethnicity.

Historically, however, Britain was less diverse and people from ethnic minority groups have tended to be under-represented in mainstream media.

Theorist Stuart Hall argued that representations often focus on 'otherness', e.g. emphasising difference of foreignness, such as:

- Exotic people from a different culture**
- Threatening or dangerous people;**
 - Villains in a TV programme or film
 - Immigrants to Britain represented negatively on a newspaper front page
 - Antisocial young people in the news and in fictional products
- Victims, as in adverts for charities working in developing countries**



2.5

Media industries

Media producers create products for audiences. This process includes various stages such as the **production, distribution and circulation**.

- ❖ **The production** stage includes the processes involved with constructing the media product. Before production begins, elements such as the budget, the creative team, and the facilities and equipment, need to be in place.
- ❖ **Distribution** is the way the media products are delivered to audiences. Increasingly, media industries are using digital methods of distribution. Many popular TV programmes are now available via online subscription services, such as Netflix or HBO. Sometimes an entire series is released on the same day allowing you to binge watch.
- ❖ **Ownership** – some media products are produced by large organisations such as Channel 4. Some, however, are created by smaller, more independent companies, such as Pride Media Group.
- ❖ **Technology** has an important role in the production of media texts. Recent developments in digital technology have changed the nature of many media products
- ❖ **Regulation** – Ofcom regulates most media industries. The main purpose of regulation is to protect the public, especially younger people, from insuitable or possibly harmful media content.

2.6

Audience

Bulmer and Katz's Uses and Gratifications theory



Uses and Gratifications theory, as developed by Bulmer and Katz, suggests that media users play an active role in choosing and using the media. Bulmer and Katz believed that the user seeks out the media source that best fulfils their needs.

The uses and gratifications theory assumes the audience chooses what it wants to watch for five different reasons.

Information and Education – the viewer wants to acquire information, knowledge and understanding by watching programmes like the news or documentaries.

Entertainment – Viewers watch programmes for enjoyment.

Personal Identity - Viewers can recognise a person or product, role models that reflect similar values to themselves and mimic or copy some of their characteristics.

Integration and social interaction – the ability for media products to produce a topic of conversation between people. For example who is the best contestant on The X-factor, or which was the best goal shown on Match of the day.

Escapism – Computer games and action films let viewers **escape their real lives and imagine themselves in those situations**

1

Music Magazine 1 Kerrang Magazine



Publisher: Wasted talent
Editor: Sam Coare
First Issue date: 6 June 1981
British weekly magazine devoted to rock and metal music.
Target Audience: 16-24 yr olds; ABC1; C2 and students .
Circulation: 44,013
Synergy: Kerrang TV; Kerrang Tour; Kerrang Radio; Kerrang Awards
Kerrang! is the biggest music weekly in the world.
Kerrang! Target audience is really young and traditionally this age group is elusive (and expensive) for advertisers to reach.
Kerrang! readers are the heaviest music consumers purchasing over 6 albums per month on average (53% more than the national average) and 8 times more likely to spend over £200 a year on albums.
The readers are also 5.5 times more likely to attend a rock gig.

2

Music Magazine 2 BBC Music Magazine



Publisher: Bauer Media Group
British monthly music magazine devoted to classical music.
Reflects the output of BBC 3. Profits are returned to the BBC, which is a Public Service Broadcaster with a remit to “inform, educate and entertain”.
Target Audience: ABC1 Men and women aged 50 plus. Fans of classical music.
Circulation: 37,530
 Blumler and Kat’s ‘Uses and Gratifications Theory’ states that audiences are active in their media consumption and we choose media to fulfil one or more of the following: **Identity, Education, Entertainment and/or Interaction.** Music magazines fulfill all of these needs. Consider how?

3

BEYONCE AND SOCIAL MEDIA

Labels: Music World; Parkwood; Columbia
Beyonce is a role model to women.
Beyonce uses social media to target and engage with her different fan bases.
Those people who view her as a fashion icon; those who are fans of her music; older audiences with families; those audiences who relate to her charity and environmental work. She creates mystique and intrigue about her brand through her posts. Captionless approach.
Twitter: @Beyonce: 15.4 million followers
Instagram: 137 million followers. Updated most frequently.
Facebook: 61 million likes
Richard Dyer’s Star Image. A star is an image not a real person but a construct to represent a deliberate persona.

4

Historical Music Video Thriller by Michael Jackson (1982)

Genre: Pop

Directed by: John Landis (American director who also directed, “American Werewolf in London.”)
Starring: Michael Jackson and Ola Ray
Runtime: 13.43 minutes
Voice-over: Vincent Price - Iconic American actor known for his performances in horror films
Budget: \$500,000
 Unlike previous music videos, Thriller takes the form of a short film with a larger budget and higher production values.
 Filled with intertextual references to horror films and 1950’s B Movies. Played regularly on MTV, sales doubled and it became the best selling album of all time.
 Credited with breaking down racial barriers in popular, mainstream entertainment.
 A making of documentary was produced and sold to television channels. MTV paid \$250,000 for the rights to the documentary.

5

Contemporary Music Video Pretty Hurts by Beyonce (2013)

Genre: Pop

Directed by: Melina Matsoukas
Starring: Beyonce Knowles and Harvey Keitel
Purpose/Message: This music video is a commentary on societies unrealistic expectations on women and body image. Beyonce is trying to challenge society’s views on what is “beautiful”.
Key Words: Postmodern; critique; commentary; society; traditional; stereotypical; body image; femininity; delicate; voyeurism;

6

Music Radio 1 BBC Radio 1 Breakfast Show with Greg James

- 1) BBC: British Broadcasting Corporation is a Public Service Broadcaster. It is paid for by the licence fee, £154.50 per year.
- 2) BBC Radio 1’s target audience is 15-29 year olds. Flagship radio station.
- 3) The Radio 1 Breakfast Show was launched on 30th September 1967.
- 4) Presenter: Greg James
- 5) The remit of Radio 1 is to “entertain and engage a broad range of young listeners with a distinctive mix of contemporary music and speech. It should offer a range of new music, support emerging artists – especially those from the UK and provide a platform for live music. News, documentaries and advice campaigns should cover areas of relevance to young adults.”

Slogan: On the [BBC Sounds](#) app, on your radio and on your [smart speaker](#), this is BBC Radio 1 (on-air tagline during an hour)

7

Music Radio 2 BBC Radio 4 Desert Island Discs

BBC Radio 4’s target audience: ABC1; older audience; average audience member is 56 years old. Tend to have an upmarket bias.
Desert Island was first broadcast on the BBC Forces Programme on 29 January 1942.
Host: Lauren Laverne
Theme tune: By the Sleepy Lagoon, composed by Eric Coates
Format: a guest is invited to choose eight discs, a book and a luxury to take with them as they’re castaway on a mythical desert island. They’re given the complete works of Shakespeare and the Bible.
 Website allows audience to re-listen to episodes. Podcasts are available. Episodes are grouped into collections. For example: Motivational Women ; The Beautiful Game; Journalists. This allows audiences to select based on interests.
Key Words: Public Service Broadcaster; ABC1 demographic; Formal; Intellectual; Inform Educate and Entertain – Reithian Principles.

8

Media industries : MUSIC INDUSTRY

Media producers create products for audiences. This process includes various stages such as the **production, distribution and circulation.** The **music industry** consists of the companies and individuals that earn money by creating new songs and pieces and selling live concerts and shows, audio and video recordings, compositions and sheet **music**, The primary function of a music industry is to market an artist’s brand to you so that you purchase their single; album; concert tickets and associated merchandise.
Magazine terms: Coverlines; Masthead; lead story/splash; banner; Main Cover Image; Strip; Strapline; pull quotes

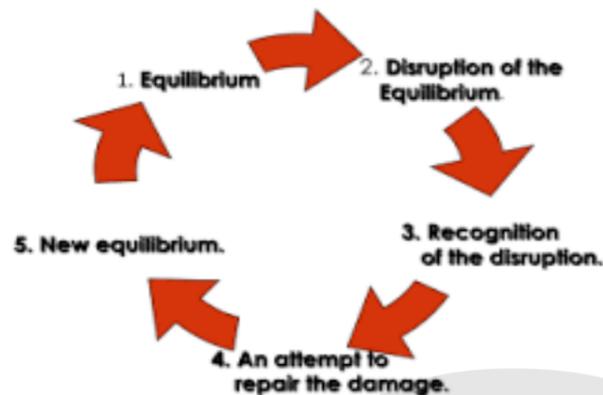
- ❖ **The production** stage includes the processes involved with constructing the media product. Before production begins, elements such as the budget, the creative team, and the facilities and equipment, need to be in place.
- ❖ **Distribution** is the way the media products are delivered to audiences. Increasingly, media industries are using digital methods of distribution. Music shops are closing as there has been an increase in digital downloads. People access music via online platforms and APPS. Although people use Spotify and Apple music, 2019 saw an increase in vinyl album sales. Why is this?
- ❖ **Ownership** – The music industry is dominated by a small number of large organisations such as Warner Music Group; Sony; Universal Music Group. Some, however, are created by smaller, more independent companies, such as Beyonce’s Parkwood Entertainment. This gives Beyonce more autonomy over her work. **Technology** has an important role in the production of media texts. Recent developments in digital technology have changed the nature of many media products. The magazine print edition has had to adapt due to the rise in online platforms. Audiences use the internet to access information and for entertainment rather than buying print magazines. As a result the industry continues to evolve.
- ❖ **Regulation** – Independent Press Standards Organisation regulates the magazine industry. The main purpose of regulation is to protect the public, especially younger people, from unsuitable or possibly harmful media content. OFCOM regulates television and radio

MEDIA STUDIES GCSE Theory

1

Narrative

Todorov's narrative Theory: Every narrative can be divided into 5 main sections.
Use this theory when discussing your Hollywood Film



2

Narrative

Levi-Strauss' Binary Opposites.

Strauss believes that every narrative is constructed through opposites.

Use this theory when: analysing an unseen text in Unit 1 – what opposites are evident?

Analysing how the event is represented and in the other music texts studied.

Film and Television sections of Unit 2.

Examples of Binary Opposites

- Good vs Evil,
- Black vs White,
- Boy vs Girl,
- Peace vs War,
- Civilised vs Savage,
- Democracy vs Dictatorship,
- First world vs Third world,
- Domestic vs foreign/alien,
- Articulate vs inarticulate ,
- Young vs Old,
- Man vs Nature,
- Protagonist vs antagonist,
- Action vs inaction,
- Motivator vs observer,
- Empowered vs victim ,
- Man vs Woman,
- Good looking vs Ugly,
- Strong vs weak,
- Decisive vs indecisive,
- East vs West,
- Humanity vs technology,
- Ignorance vs wisdom

3

Narrative

Propp's Character Types: Based on Russian Folk Tales , Propp identifies character types alongside 'sphere of action', role within the narrative.

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4

Representation Theory

Laura Mulvey: Male Gaze

In 1975, Mulvey analysed Hollywood films. She found that the representation of women was constructed from the viewpoint of the heterosexual man. As a result, women were objectified ; denying them human identity and relegating them to objects to be admired for physical appearance.

It is as such, positions the audience from the perspective of a heterosexual man.

5

Representation Theory

Naomi Wolf's Beauty Myth (1991)

Images of women are used to sell products to other women.

Images of women in mainstream western media are, in the majority,

"tall; blonde and overwhelmingly white." As a result, the dominant ideology being reinforced is the hegemonic ideology of the western world; a patriarchal society.

6

Representation Key Terms

Stuart Hall:

Stereotypes limits the meaning assigned to groups.

Stereotypes shape our perspective of groups

Stereotypes leaves out or over-generalises meaning

Contesting Stereotypes by increasing diversity of images can open up new possibilities of identity.

7

Audience Theory

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8

Stuart Hall : Reception Theory

Media texts are 'encoded' with meaning through their construction by the producers.

Audience 'decode' these messages in different ways.

Three ways of interpretation

Preferred Meaning: The audience agree with and take the messages encoded by the producer.

Media Studies – Unit 1, Section A - News

1.1

The key concept

Genre

What is news?

- The **genre** includes national news, rolling news, local news, interest and age-specific news.
- It gives us a 'window to the world'.
- It is a high-status genre (it is seen as important and worth spending money on)
- The genre can overlap (hybridise) with current affairs, talk shows and infotainment.
- To be 'television news' it must be initially broadcast on television – although it is often then available on the web and on demand (convergence)
- The genre has its own codes and conventions.
- Television news competes with other sources of news such as radio news, web-based news, including social media (Twitter and Facebook etc.) and news on smartphone apps.
- Twenty-four-hour rolling news has also been largely supplanted by the increase in web-based news.
- News websites are sometimes linked to television news institutions, but are sometimes stand-alone websites.
- There are different kinds of news stories: political, human interest, economic, world, national, local, health, technology, culture/media, sports etc.
- Political, international and economic news is usually considered high-status and more important.
- Television news is often divided into national news (which has national news stories) and regional or local news (which features smaller stories that only affect or interest a certain area).

1.3

Institution

Each institution has a different approach to the news, targeting a different audience segment, has its own brand identity, including its own version of news values.

Public Service broadcasters (PSBs) (e.g. the BBC) are funded by licence fees and commercial broadcasters (e.g. ITV) are funded by advertising.

Ofcom oversees and regulates news providers.

News programmes have a strict set of ethics, including a commitment to balanced and fair reporting, honesty and trustworthiness – checking their sources and making sure that what they report is accurate and fair. Impartiality is at the heart of news reporting and all those involved in the news process should adhere to journalistic objectivity. That means that when putting together the news, they base it on the facts and not on personal ideologies.

News is generated by a range of sources: live reporting at the scene, news agencies, freelance journalists, citizen journalists and press releases. Institutions that produce news bulletins have a range of staff. Including presenters, reporters, editors, producers, sound engineers, camera operator etc.

There are hundreds of stories available to a news broadcaster. Programme producers and website managers have to choose a news agenda that will:

- ✓ Reflect the most important events of the day
- ✓ Suit their specific institution and audience group
- ✓ Make a well-balanced programme or website – the stories can't be too similar
- ✓ Be organised to move from most to least important, or harder to softer news

1.4

Convergence

Television news is now widely available online, and most news programmes are available to 'watch live' or 'watch again' online. Some television programmes also send out regular email updates and have their own news website.

Convergence means all kinds of platforms and types of media are merging together and are all often available on a device.

The boundaries between old media types and media platforms are blurring. For example, we can read 'newspapers' on our smartphones or online and watch 'TV' news on our smartphones or online too.



1.6

Young and Rubican's 4Cs model

Mainstreamers are people who tend to focus on family, on the tried and trusted and on the domestic and everyday. They like to follow the crowd; this makes them feel safe. They tend to choose the most well known brands and programmes.

Reformers tend to be anti-materialistic and interested in social justice, they often reject advertising and fashion and like to make their own choices based on what is 'fair' and 'good'.

Aspirers can be seen as wannabes – they tend to be materialistic and interested in superficial appearances, celebrities, fashion and status. They will take on new fashions quickly and are often more interested in how a product looks than what it does.

Succeeders are often professionals – people who tend to be responsible, successful and 'pillars of society'. They have done, and they often reward themselves with high-status, expensive brands.

Explorers are people who like to try new things. They are likely to be early adopters of new technology and seek out new ideas and approaches.

Strugglers are the people who find it difficult to make ends meet. They may live disorderly and chaotic lives, possibly with heavy use of alcohol or drugs. They live for the day and may be seen by others as victims or the dispossessed.

Resigned people tend to be older people with old-fashioned or traditional values. They don't like change and can be nostalgic about the past.

1.2

Hard and soft news

News tends to be divided into hard news and soft news.

Hard/soft	Types of news
Soft	Science/technology
Soft	Human interest
Soft	Health
Hard	Political/international
Hard	Business/economic
Soft	Culture/media
Soft	Local
Soft	Sports
soft	Celebrity/lifestyle/fashion

1.5

Representation

How are issues represented?

- **Selection bias** – what stories make the news
- **Concision bias** – reporting stories which can be condensed and made simple
- **Mainstream bias** – favouring stories which everyone else is reporting
- **Sensationalism bias** – favouring dramatic and unusual events
- **Presentation bias** – presenting stories to favour one version or interpretation
- **Location bias** – stories that are about or favour 'us', not 'them'

Bias - inclination or prejudice for or against one person or group, especially in a way considered to be unfair.

Media studies – TV News (Years 9 & 10 Term 2)

2.1 Forms and conventions of television news

Conventions of television news can include:

- Title sequence
- Theme tune to announce the start of the news
- Regular presenters/reporters
- Presenters maintaining a serious and professional expression
- Mix of studio-based presenters and pre-recorded news packages; might include some live reporting
- Use of headlines
- Use of throw-forwards and summaries
- Use of formal language (no slang, dialect or casual language)
- Structured to start with the most important story and move through to the least important
- Likely to include sport and weather
- News agenda features national and international stories

Conventions more specific to regional or local news:

- More relaxed feel to national news
- More 'chat' and ad libs between presenters
- Friendlier and more informal feel
- At least one of the presenters has a 'local' accent
- News agenda features local stories

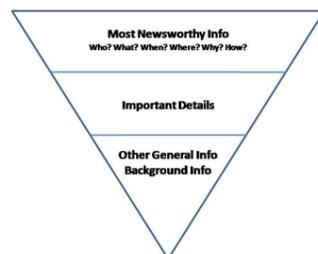
2.2 Scripting a news programme

A news programme is more than just the news agenda or a list of stories. Once the stories have been selected, the script has to be written. Then these elements are put together to make a programme.

Individual stories

Each news story should follow an inverted triangle structure – starting with the most important aspect, then moving towards the least important aspect. It should also cover the 5 Ws and H.

- Who?
- What?
- Where?
- When?
- Why?
- How?



Plus

- The most important information
- Examples of how the story is made more dramatic
- The 'so what?'

News stories have to be short enough to fit into a short slot in the bulletin. They have to be interesting or dramatic, and have to answer the 'so what?' question. It should be clear why the story is important – how it relates to us, to our area or to our country.

2.3

Set design

Dark lighting with use of bright 'neon' style lights – connotations of futuristic, high-tech and modern

The presenters will stand behind this low circle – connotations of a modern approach (no news desk) and urgency



CGI image of the world – connotes that the bulletin will focus on world news

Blue and black colour scheme – the colour codes have connotations of seriousness

2.4

Presenters

Wearing a shirt and tie – part of the establishment, trustworthy.

Clean and tidy – conventional, respectable.



Wearing glasses - intelligent

Beard – fashionable, perhaps slightly unconventional

Young, white male – quite a traditional choice for host

May suit a mainstream news bulletin aimed at young to middle-aged people; a breakfast news show, for example.

2.5

Running order

Once you have a news agenda and your script, you need a running order. This puts the script together with the technical side, such as sound and images, so you can have a clear idea of how the programme will work. See the example below of a start of a programme.

Time	Event	Location/source	Script/music/sound
1.5 secs	Credit sequence	Pre-filmed/CGI	Dramatic music
20 secs	Introduction/headlines	Presenter – live in studio	Script – introduces herself and main headlines layered over the 'headlines' music. 'Hello and good evening. This is Fiona Altringham, bringing you the news tonight. First, the headlines. A 999 call summons the police to deal with an incident of alleged assault – at the home of the prime minister. The Bank of England reports a positive upturn in the economy – but is it good news for everyone? And in a special report, we investigate claims of Christian religious extremism and intolerance in Cardiff schools.'
2 secs	Title music	Pre-recorded	Title music – dramatic ending to indicate move into first story
5 secs	Introduction/handover	Presenter – live in studio	Script – 'in our main story tonight, John Ingles spoke to the prime minister about today's shock events.'

2.6

Camera shots and angles



Media studies – News Websites (Years 9 & 10 Term 3)

2.1

Writing headlines

Look at the images below.
Each of these could appear on a news website.

Think of three headlines for each image.

1. Serious, informative, formal
2. Sensational, may include rhyming or puns
3. Aimed at a regional audience

For example:

- ✓ Unseasonal winds cause destruction in South Wales
- ✓ Terrifying twister rips town apart
- ✓ Swansea women claims strong winds blew house down in minutes – is the local council to blame?



2.3

Other news website pages

The other pages are more niche – for example, you may be able to follow a link and click through to a Science news page or a Music page or a Youth news page
Other websites include these as distinct areas all on the main page. It is also important to add social network links (see below).



2.4

Convergence

Television news is now widely available online, and most news programmes are available to 'watch live' or 'watch again' online. Some television programmes also send out regular email updates and have their own news website.

Convergence means all kinds of platforms and types of media are merging together and are all often available on a device.

The boundaries between old media types and media platforms are blurring. For example, we can read 'newspapers' on our smartphones or online and watch 'TV' news on our smartphones or online too.



2.2

Exam style questions

Exam-style brief: you have been asked to plan a news website home page for a new TV channel called Youth TV. The remit is to appeal to boys and girls aged between 12 and 18, and try to interest them in some hard news as well as soft news.

Hard /soft	Types of news
Soft	Science/technology
Soft	Human interest
Soft	Health
Hard	Political/international
Hard	Business/economic
Soft	Culture/media
Soft	Local
Soft	Sports
soft	Celebrity/lifestyle/fashion

Here are some stories you could use in your website:

1. Three people killed in a music festival (soft)
2. The chancellor announces rises in national insurance payments (hard)

2.6

Home page

This tells you about what else is on the site, either through links to other pages, or by scrolling down.

Look at these news websites. How do each organise their news into different areas?



2.5

Shot types

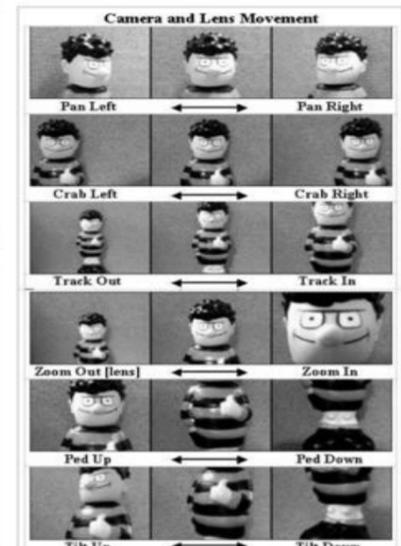
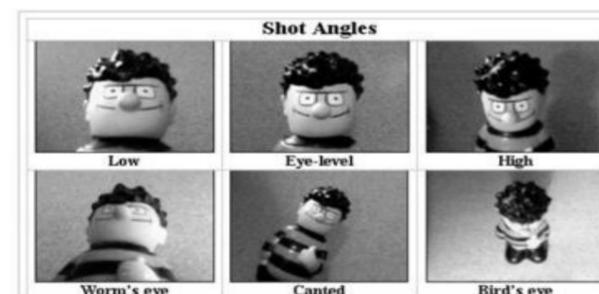
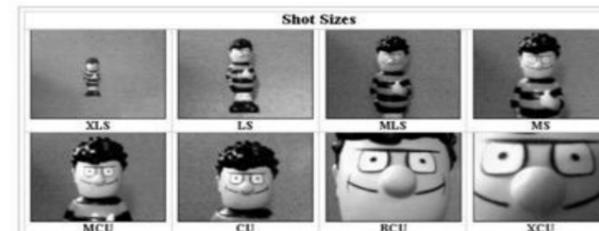
They don't have to be a work of art but it is useful to be able to draw the shots clearly.

When designing your web pages, make your ECUs really big. Make your ELSs really long.

Remember an ES (establishing shot) is to show the location – it doesn't usually have people in it.

Exam tip: you will need to identify different shot types, movements and angles in all media texts.

Camera Shots, Angles and Movement



A2 Media Studies: Television Industry

1

Overview: Industry and Audience

The television industry continues to evolve as technology and society changes.

Audiences have gone from watching television together to watching television separately on different devices.

There are now hundreds of channels, providing choice to the consumer. As a result, audiences are fragmented, viewing figures have reduced and producers have to compete for audience share in the market.

2.3

Other news website pages

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2.2

The Crime Drama Genre

According to Steve Neale, "Genres are instances of repetition and difference". He adds that 'difference is absolutely essential to the economy of genre': mere repetition would not attract an audience.

Settings: Urban – audience can identify with it. Threat;

Title: Gives clues to the programme – eponymous hero – Cracker.
Hinterland –
The Bridge – Setting of the narrative and themes

2.6

Home page

This tells you about what else is on the site, either through links to other pages, or by scrolling down.

Look at these news websites. How do each organise their news into different areas?

The image shows three news website homepages. METRO features sections for News, Sport, Guilty Pleasures, Entertainment, and Life & Style. Yahoo! has a 'click here' graphic and a 'links sites' graphic. MailOnline features a 'Victim of the fast food generation' headline. A 'click here' graphic is also present on the right side of the METRO screenshot.

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Camera Shots, Angles and Movement

The diagram illustrates various camera techniques. Shot Sizes include XLS, LS, MLS, MS, MCU, CU, BCU, and XCU. Shot Angles include Low, Eye-level, High, Worm's eye, Canted, and Bird's eye. Camera and Lens Movement includes Pan Left, Pan Right, Crab Left, Crab Right, Track Out, Track In, Zoom Out [lens], Zoom In, Ped Up, Ped Down, Tilt Up, and Tilt Down.