

Keywords / Vocabulary

And knowledge organisers

Paper 1: TV and Lego

Paper 2: Music and News



GCSE Media Studies – Paper 1 Television

Set Texts 'The Avengers' and 'Cuffs'

Theoretical Framework: Industry

The Avengers was a landmark television series in the 1960s and reflects the brand image of ITV as more daring in this era. The show helped define the 'spy drama' genre in the 1960s and was influenced by events occurring as it was filmed, including episodes that parodied current and historical events.

Cuffs is a pre-watershed drama illustrating, for example: the dominance of the police drama genre in contemporary television schedules and the industrial importance of the serial narrative form, the role of BBC1 in the contemporary television industry, how representations seek to reflect contemporary contexts, the offering of uses and gratifications to attract a mass audience in an increasingly segmented market.



- STUDY
- Media Language
- Industry
- Representations
- Audience
- Social/Cultural/ contexts



Channels

Public Service Broadcasters
Remit to provide diverse and original programmes, usually British made on BBC.
'The Town of No Return', Series four, episode one ITV 2 October 1965
'The Luck of the Draw' Series one, episode one BBC1 28 October 2015 8pm

Theoretical Framework: Representations

Consider – the version of reality that is shown/ stereotypes/ under-representation/ messages and values conveyed/ how the values relate to the contexts

Media Contexts: cultural, social
Social/Cultural = high and low culture debate
Contemporary context topics:
Consumerism/ celebrity culture/
gender/ sexuality/ multiculturalism

AO 1	Demonstrate knowledge and understanding of: <ul style="list-style-type: none"> the theoretical framework of media contexts of media and their influence on media products and processes.
AO 2	Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.

Theoretical Framework: Audiences

Series four of The Avengers was sold to American television and the series played a role in representing 1960s Britain to the rest of the world – eventually showing in 120 countries – reinforcing stereotypes of the traditional British upper-class. It became a cult programme as an important example of 1960s popular drama and is still aired on British television today.

Cuffs was axed after series one, despite relatively high viewing figures; possibly due to over-saturation of crime dramas on TV?

Uses and Gratifications Theory (Blumler and Katz) – Information/ Identity/ Diversion/ Social Interaction

Theoretical Framework: Media Language

Conventions: Masthead/ images/ coverlines/ copy/ strapline/ puff/ skyline

Media Language analysis of: image, fonts, colours, layout, language

Genre conventions: large image of musician/ register to suit the target audience (pop, jazz, classical etc) , intertextual references, genre hybridity with gossip mags

Genre theory: Neale = repetition and difference/ genres are specific to their time of creation and change over time

Knowledge organiser: Lego Marketing Campaign

Posters, trailer and video game

<p align="center">INDUSTRY</p> <p>WARNER BROS produced and distributed <i>The Lego Movie</i> TT FUSION: produced <i>The Lego Movie</i> video game REGULATION: BBFC: (British Board of Film Classification) gave <i>The Lego Movie</i> a U rating VSC (Video Standards Council) use PEGI (n Pan European Game Regulation) <i>The Lego Movie</i> video game was given a 7+ rating ASA (Advertising Standards Authority) ensures audio-visual and print adverts meet acceptable standards)</p> <p>Background: 1949 Danish Brand is one of world's leading brands; with sales falling in 2003, they decided to branch into the film industry and launch a film with Warner Bros. and a video game with TT Fusion. All companies benefitted and profits for the Lego toy company were boosted.</p>	<p>AUDIENCE: children, LEGO fans and parents of the children who have grown up with LEGO.</p> <ul style="list-style-type: none"> o Trailer targeted a range of audiences as it aired during prime-time Sunday night ITV (6 million viewers) o Trailer was so unusual that it trended on social media and was viewed a million times a week on YouTube. <p>Uses and Gratifications</p> <ol style="list-style-type: none"> 1. Personal Identity –some audiences may identify with certain figures in the media, seeing them as role models and aspiring to be like them e.g. we may identify with Emmet, the underdog hero/ normal member of society who can make an impact on the world 2. Entertainment – enjoyment of escaping the 'real world' for a while and going into the fictional world of a film or game of the film 3. Surveillance/Information – we often watch movies and play games to gain information / an understanding of the world around us. Children can see that individuals can make a difference to the world through their actions. 4. Social interaction / personal relationships- the video game can be played across different platforms- single and multi-player and people discuss the game in online forums. 	<p>Keywords: Convergence Narrative Tentpole Synergy Active/passive Audience Columns Franchise Image Promotion Conglomerate Regulation Vertical integration Production Distribution Platform</p>
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REPRESENTATION: the posters

Male/female (gender) representation	Superheroes	Ethnicity and old age (Vetruvius)			CONTEXTS:
<p>Emmet as the 'ordinary' and less traditional hero</p> <p>Wildstyle is an example of a both stereotypical female and also a counter stereotype as she is more independent than some of the male characters but does 'fall for' Batman</p>	<p>Batman, Green Lantern, Wonder woman etc</p> <p>Warner Bros also owns the copyright on Dumbledore and Gandalf – popular additions to the cast of characters</p>	<p>Male and aging, Vetruvius is clearly a non-white character but is seen as wise and the key to knowledge – a positive stereotype usually reserved for white characters</p>			<p>MEDIA LANGUAGE:</p> <ul style="list-style-type: none"> - colour palette /layout/use of well-known actors at top of posters - Clear genre codes of action-adventure movie e.g. Mise en scene of facial expressions and body language of fleeing danger. Heroes and villains are evident by clothing and expressions - The video game shows hybridity by combining puzzle aspects/platforms and completing missions - Iconography of action-adventure with weaponry and high-rise urban settings - Primary colours to attract children (primary audience)

GCSE Media Studies – Paper 2 Music

Radio – Set Text = Live Lounge

Live Lounge

BBC

Theoretical Framework: Industry



Regulation – OFCOM

Owner of Radio 1 and 1Xtra – BBC

BBC – PSB – Broadcasting to educate, entertain and inform (Lord Reith)

BBC started to broadcast radio in 1922

1967 Radio 1 started

Compare to Commercial Radio with no PSB remit

Radio 1 Remit – to entertain a broad range of young listeners. It should promote British music, new music and provide platform for live music. It should provide news and documentaries for young viewers.

1Xtra Remit – to play the best in contemporary black music, emphasising live and new music. It should provide news and documentaries for young viewers, especially (but not exclusively) from ethnic minority backgrounds.

RAJAR – official body that measures radio audiences.



STUDY

Industry
Audience
Social/Cultural/
Political
contexts

Convergence and Live Lounge

The sessions are:

- played on the radio
- broadcast on BBC4 television
- available as CDs
- available online via the BBC iplayer or the BBC Radio 1 channel on YouTube

AO1

Demonstrate knowledge and understanding of:

- the theoretical framework of media
- contexts of media and their influence on media products and processes.

AO2

Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.

Live Lounge



Presented by Clara Amfo

Presented 2-3 times a month

Presented on Radio 1 and 1Xtra

Format: 2 acoustic tracks of their own and a cover from a different genre

Website provides extra material (including galleries and video)

Annual compilation released by Sony

Available outside the UK on the iplayer radio app.

Radio 1 has video channel on iplayer

Reasons for big stars going on Live Lounge: To promote their music (especially when they have released new material), Fandom – another platform for fans to access them, it's unique, not auto-tuned and live, it feels intimate for fans

Media Contexts: Political, cultural, social

Social/Cultural = high and low culture debate

Political – debate about the licence fee - Should Radio 1 be publicly funded?

Theoretical Framework: Audiences

Radio 1 is struggling because its core audience is turning away from broadcast radio.

Radio 1 has 10.5m listeners

1Xtra has 1.4m listeners

Live Lounge is broadcast to both channels to achieve both niche and mass audiences

Audience interaction is encouraged – tweets, sharing posts, questions for artists.

FB - 32K followers

Live Lounge on Youtube - almost 65m views

Radio 1 Twitter – over 3m followers

Uses and Gratifications – remember the theory

Radio 1



A distinctive mix of new music and entertainment for 15-29 year olds, as well as providing tailored news, documentaries and advice campaigns for young adults.

Radio 1Xtra



Plays the best in modern black music, with a strong emphasis on delivering high-quality live music and supporting new artists

GCSE Media Studies – Paper 2 Music

Magazines– Set Text = Mojo

Theoretical Framework: Industry

ipso.

For press freedom
with responsibility

Most magazines are owned by publishing companies rather than large conglomerates. Magazine publishing is globalised with a few large companies like Bauer (eg TV Choice, Take a Break)

Magazines are self – regulated and can sign up to IMPRESS (Leveson compliant) or IPSO. Bauer publications are signed up to IPSO

Revenue – cover price, advertising, sponsored content, events



STUDY

Media Language
Representations
Audience
Social/Cultural/ contexts

MOJO

Published by Bauer (600+ magazines including Q and Kerrang!)

Circulation 68,000, Readership 138,000 (2016-17)

Class = equal split between ABC1s and C2DEs

Gender 68% male

Age 35+ = nearly 2/3

Mean age = 42

Cover price £5.50

Theoretical Framework: Representations

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Contemporary context topics:
Consumerism/ celebrity culture/
gender/ sexuality/ multiculturalism

AO
1

Demonstrate knowledge and understanding of:

- the theoretical framework of media
- contexts of media and their influence on media products and processes.

AO
2

Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.

Theoretical Framework: Audiences

Weekly magazines have a more working class audience while monthly magazines have a more middle class audience

Women's magazines have a higher circulation than magazines aimed at men

Uses and Gratifications Theory (Blumler and Katz) – Information/ Identity/ Diversion/ Social Interaction

Quality monthly magazines have been the most successful in the market, offering a 'lean back moment' and aspirational tone. Mojo is partly a quality monthly magazine. This allows it to survive in print.

Theoretical Framework: Media Language

Conventions: Masthead/ images/ coverlines/ copy/ strapline/ puff/ skyline

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Genre theory: Neale = repetition and difference/ genres are specific to their time of creation and change over time

Knowledge organiser: News

The Observer/Guardian

<p>INDUSTRY OWNERSHIP Guardian Media Group, owned by The Scott Trust SCOTT TRUST VALUES: liberal tradition – rights of the individual; democracy; internationalism; progress in society FUNDING: Circulation, paywalls, membership, print and online advertising, sponsored content, events, sales. REGULATION: IPSO or IMPRESS but The Observer/Guardian has not signed up to either, preferring to be self-regulating. FREEDOM OF THE PRESS: not censored or controlled by the state to provide democratic freedom of expression</p>	<p>AUDIENCE: ABC1, liberal, upmarket, tolerant 'progressives'</p> <ul style="list-style-type: none"> - Slightly more male, relatively young, upmarket, mostly using mobiles. - Reflected in different sections <ul style="list-style-type: none"> o Hard news and opinion pieces o New review – appeals to culture consumer o Sports – Primarily male sports, football, rugby, o Magazine – food and lifestyle. <p>Uses and Gratifications</p> <ol style="list-style-type: none"> 1. Personal Identity – The Guardian reader shows certain social attitudes which are confirmed and reinforced. 2. Social interaction and integration – news stories basis of conversations; shared values reinforce ideas of being member of common culture 3. Entertainment – humour; diversion into celebrity world/lifestyle sections; human interest and @Guardian; games, puzzles etc; Arts and literature sections 4. Surveillance/information – knowledge of current affairs, immediacy with @Guardian 	<p>Keywords: Convergence Narrative Ownership Freedom of the Press Masthead Broadsheet Clickbait Active/passive Audience Columns Headlines Headers Image Sans serif</p>
<p>REPRESENTATION: 1960s</p>		

Male/female representation ratio	Marriage/divorce	Multiculturalism	Cold war/nuclear threat	Union strike actions	Technology	<p>CONTEXTS: 2017 onwards – liberal, caring, tolerant society. Labour and Liberal Democrat leanings The Leveson Inquiry.</p> <p>1960s – Male/female representation ratio</p> <ul style="list-style-type: none"> - Marriage/divorce - Multiculturalism - Cold war/nuclear threat - Union strike actions
<p>Marshall and Snelgrove lingerie advert – women to look pretty, objectified Women as wives 'Union postpone strike' mentions Barbara Castle, female politician arguing for 'narrowing the differentials' in pay gap.</p>	<p>- 'Lawyers will urge divorce by consent' – social reform Heterosexual 'Jackie: we're very happy'</p>	<p>- Zambia halts mission by MPs – linked to racial tensions - Mixed race marriage of heir of viscount. Is unusual. - Briton shoots a gold' – mention Black Power protest at Mexico Olympics shows anti-racist movement. BUT does use term 'Negro'</p>	<p>'So polite this North Sea Spy Game' 'Yard suspects Blake used two-way radio' 'Hope rise for cease-fire in Vietnam' 'Human wave attack' 'Police will appease marchers' 'Space men get cabin drill'</p>	<p>'Union postpone strike' – prevalent action</p>	<p>Poor quality print</p>	<p>MEDIA LANGUAGE: Aims for a combination of objectivity, hard news and urgency with modernity and informality.</p> <ul style="list-style-type: none"> - Sans Serif mast head (Berliner) - Serif headlines – formal, serious, 'quality' - Blue house colours – authoritative, objective - Language – formal language register, complex sentences, objective tone - Copy/image ratio – serious news - Images – respectful long shots often - Layout – ordered, clean - Online colour – Guardian House style – sophistication and confidence, liveliness.