PiXL Gateway: Progression
Media Studies BTEC

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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.

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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
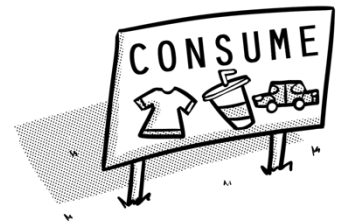
Textual Analysis

In order to understand how **MEDIA LANGUAGE** works you are going to practice analysing two different print adverts and explain how meaning is created within them. You should find one advert that represents women in a positive way and one advert that represents them in a negative way. For each of the adverts you should explain the following:

1. Who are 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 (polysemic)? 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, 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
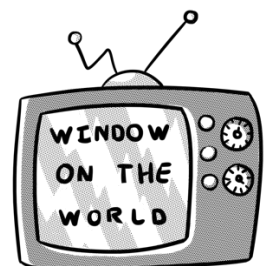
Media Industries

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 large 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

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 then carry out your own research into psychographic groupings.

Task: Produce an **INFOGRAPHIC** (https://piktochart.com/formats/infographics/) explaining the seven different psychographic groups. For each group you should include a description of their personality, examples of media texts they would choose to consume and why they would choose these texts.

Media Production Skills

Within the BTEC course you will study two production units (Pre-Production skills and Film Production) and a portfolio production unit, therefore production skills are incredibly important. In order to prepare for this, you should work on developing your own production skills over the summer. **Complete these two 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, 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 to 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 with the 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
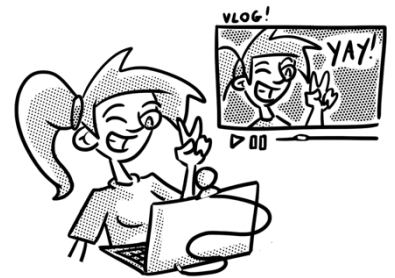
   https://spark.adobe.com/home
3. **Sharing and distributing your own content -** Create your own **YouTube channel** to upload your own videos to, then share with friends and family

   https://www.youtube.com
4. **Website creation -** Create your own **website**

   https://www.wix.com/

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 the following:

1. Stuart Hall – **Reception Theory**
2. Richard Dyer – **Stereotyping in the Media**
3. Laura Mulvey – **The Male Gaze**

Produce a CANVA (https://www.canva.com/) poster that explains each theory and add images from media texts to support what you are saying.

APPENDIX

(Developing Independent Study)

Wider Reading

Researching Media Technical Codes

Independent Study

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 websites which will help you prepare for the Media Studies course.

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

There are also many YouTube channels that you can use to follow tutorials to develop your film making skills such as:

Film Riot: https://www.youtube.com/channel/UC6P24bhhCmMPOcujA9PKPTA

DSLR Guide: https://www.youtube.com/channel/UCzQ1L-wzA_1qmLf49ey9iTQ

TED Talks

Here is a list of links to TED talks that are linked with 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.

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 too.

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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