



# Knowledge-based project



MEDIA STUDIES



# Researching Media Studies

Media Studies examines all forms of communication- print, broadcast and online. Everything that is presented to us has an intention; to inform, entertain or promote. It is imperative to learn how to analyse and de-code these messages in order to learn how to both appreciate and 'read' media texts in order to develop our independent ideas, opinions and viewpoints – all key factors in critical reading and thinking at A-level and beyond.

This independent research will provide you with an opportunity to engage with different forms of media across the four frameworks; media language, industry, audience and representation.

I look forward to reviewing your findings.

Ms Harvey

Deadline: September

# MEDIA STUDIES



# Topics tracker



Topic focus	Completed [tick when complete]	Further comments [ideas, questions, opinions]
Media history		
Language		
Industry		
Audience		
Representations		
Final reflections		

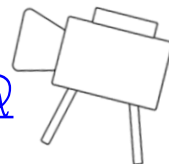
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# What is Media?

Watch the video clip on YouTube: What is media studies?

[https://www.youtube.com/watch?v=qE-B\\_XkoAgQ](https://www.youtube.com/watch?v=qE-B_XkoAgQ)



Make notes on what you understand about Media Studies

Media language	Representation
Audience	Institutions/Industry

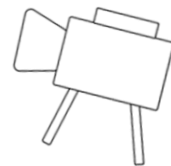


# Research: Media history



The social world is changing. Some argue it is growing; others say it is shrinking. The important point to grasp is: society does not remain static over time; it constantly changes – through decades, centuries; and across countries, societies. Using the videos below and your own research, complete the following tasks:

<https://www.timetoast.com/timelines/evolution-of-media-throughout-the-ages>



<https://www.youtube.com/watch?v=u06BXgWbGvA>

1. Make a timeline of the evolution of media and technology (see next page)
2. List 6 statistics or facts and explain why they have stood out to you
3. How has media and technology changed our consumption habits?







# Media timeline

Make a timeline of the evolution of media and technology [include dates and images]



# History: reflections

Something I have learned from conducting research	Key media invention from history
	
My reflection on media [what has this made you think about?]	A prediction I have for future media products
	



# Media language

Media language is of a set of terms that will enable you to analyse effectively. A good way to start an analysis is to consider: Audience (who is the product aimed at?), purpose (what is the product doing? Informing, entertaining or promoting?), what are the products communicating to us (through colour, body language and props).

Denotation: factual elements, literal meaning

Connotation: Something suggested by a word or image

See below a basic analysis of this image

Denotation	Connotation
Gun	Violence
Red	Anger
Tattoos	Thuggish
Baby	Innocent
Chain	Rich
Dark light	Sinister







# Media language

Find you own image [advert/film poster] an label it using denotation & connotation









# Media language

3. Find you own image [advert/film poster] and annotate it identifying the different areas of mise-en-scene & labelling denotation & connotation



# Media language: reflections

Something I have learned from conducting research	Key media words learned
	
My reflection of media language [what has this made you think about?]	A question I have about media studies
	

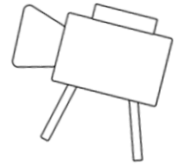


# Industry

Find the definitions for the following key media industry terms

<https://www.bbc.co.uk/bitesize/guides/zqrdxsg/video>

1. Media industry
2. Traditional media
3. New media
4. Media convergence
5. The BBFC
6. Media conglomerates
7. Media platform
8. Mass audience
9. Niche audience
10. Endorsement





# Research: Industry jobs







Select from one of the following media sectors below and summarise, mind-map with images, jobs available within the sector [e.g. Print- journalist]

- Print
- Online
- Broadcast

1. What kinds of jobs exist within this media platform?
2. What specific skills are required to work within this platform?
3. What pillar skills are useful for these roles?
4. List 6 media organisations that a media student could work for [e.g. The BBC]



# Industry: reflections

<p>Something I have learned from conducting research</p>	<p>Key words I have learned</p>
	
<p>A list of jobs that interested me</p>	<p>Jobs that I predict will be available in 10 years</p>
	

# Audience theory

- Albert Bandura suggested that humans learn new behaviours as a result of their environment rather than genetic factors.
- Watch the following study and using your own research, answer the following questions:



<https://www.youtube.com/watch?v=zercCK0TRjp8>

1. What did Bandura want to find out?
2. How did Bandura conduct the experiment?
3. What was the outcome of the experiment?
4. How this might affect media audiences?







# Research: debates



*The media is hypnotic and dangerous and can easily influence audience behaviour.*

Use your own research to plot for and against reasons for this debate

For: the media is influential and harmful	Against: audiences are not in danger
My opinion.....	







# Research: examples



Source (where did you find the research?)	Summary of story (outline what happened)	Was impact did the 'copycat' behaviour have (positive/negative) who was affected?
<a href="https://www.theguardian.com/film/filmblog/2012/jul/21/dark-knight-rises-shootings-copycat-crimes">https://www.theguardian.com/film/filmblog/2012/jul/21/dark-knight-rises-shootings-copycat-crimes</a>	14 people shot dead at a cinema during viewing of The Dark Knight Rises. The killer was inspired by The Joker	Negative; it resulted in deaths of many innocent people. Industry- lose money if people stop attending viewings.



# Audience: reflections

Something I have learned from conducting research	Key words I have learned
	
What has the Bobo Doll experiment made you think about?	A prediction I have for audiences in the future [harsher restrictions on viewing?]
	



# Representations

Representation is how media texts deal with and present gender, age, ethnicity, national and regional identity, social issues and events to an audience. Media texts have the power to shape an audience's knowledge and understanding about these important topics.

In order to analyse media texts to determine how they've represented ideas and issues, it's important to be familiar with some of the key terms.



<https://www.bbc.co.uk/bitesize/guides/z9fx39a/revision/1>

Key word	Definition	Notes from clip
Construction		
Mediation		
Selection		
Anchorage		
Stereotypes		
Ideology		



# Representations: Stereotypes

Use the subheadings, your ideas and research to plot what **stereotypes** exist of the following groups

Highlight in 2 colours [positive or negative stereotypes]

Women	Men
Old people	Ethnic minorities
Stereotypes can be harmful because....	



# Research: examples







Research different media product and complete the table.

Can you find examples of anti-stereotypes?

Source (where did you find the research?)	Summary of what/who is being represented	Is the representation a stereotype or anti-stereotype?
<a href="https://www.youtube.com/watch?v=NjdqWNpSXQM">https://www.youtube.com/watch?v=NjdqWNpSXQM</a>	Women in advertising; domestic roles and nurturing	Stereotypical representation of housewives and cleaners



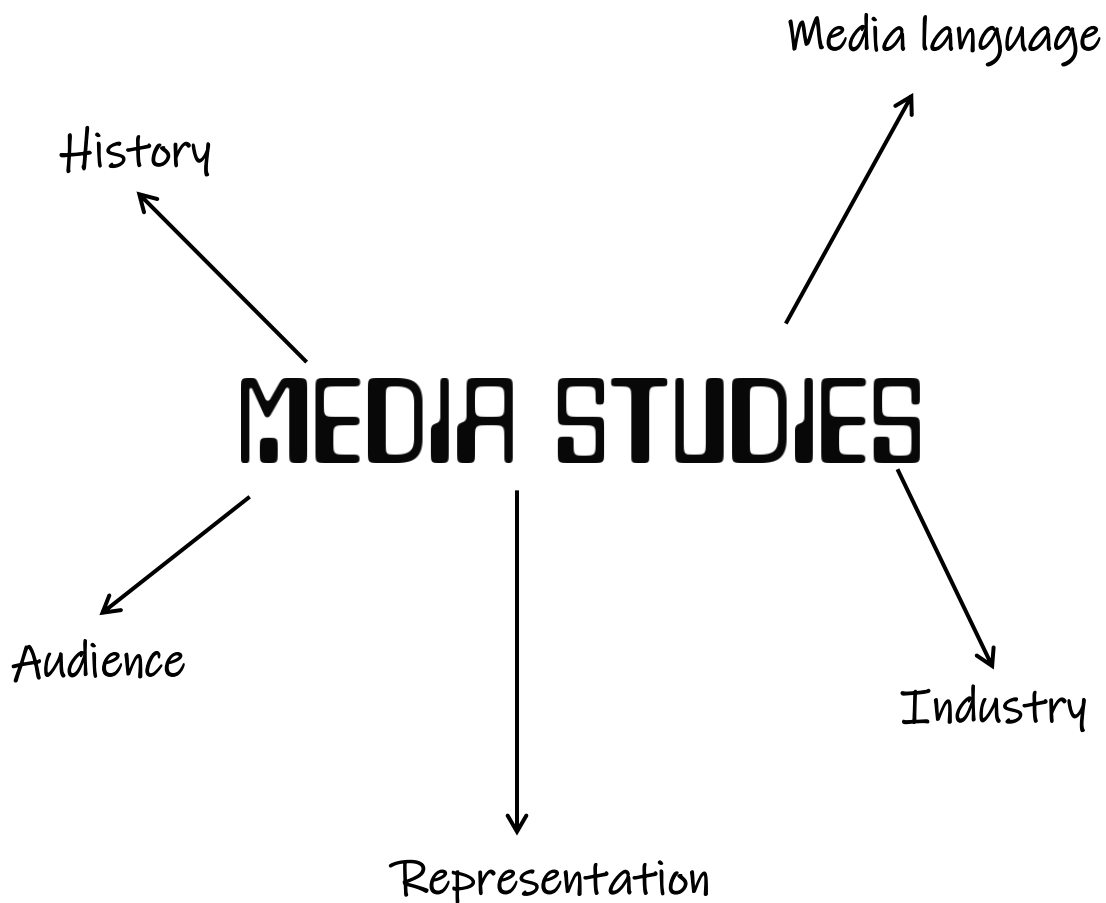
# Representation: reflections

<p>Something I have learned from conducting research</p>	<p>Key words I have learned</p>
	
<p>How is my social group [age, gender, ethnicity] represented in the media?</p>	<p>A prediction I have about the future of representations [groups that are not represented? Changes to stereotypes?]</p>
	



# Piecing it together

Mind-map what you have learned about Media Studies [History, media language, representation, industry & audience] Can you provide your own examples?







# Submitting work

# Congratulations!

You have completed this research project!

Please bring this project into Sixth Form in September

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