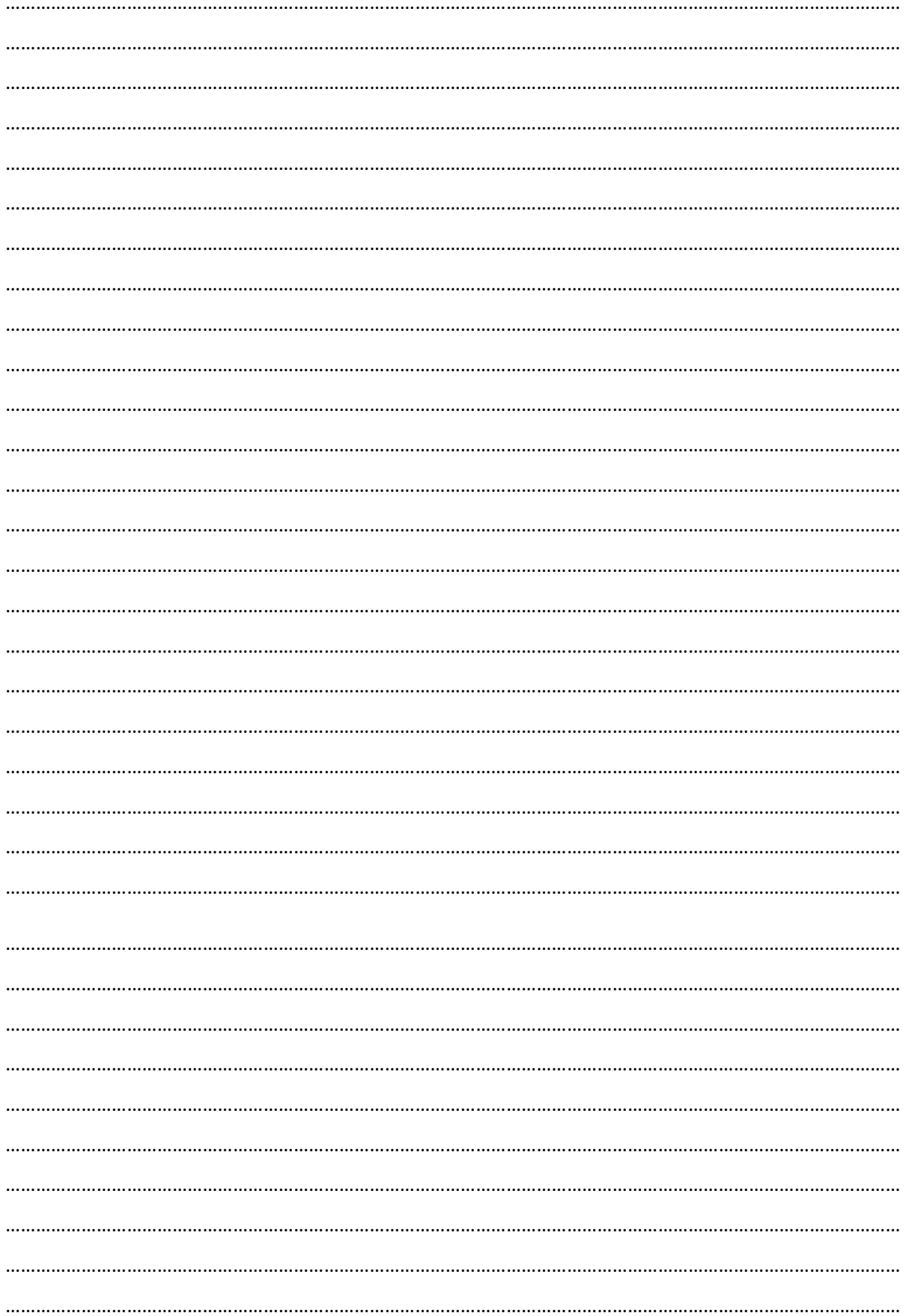


Term 1:
Independent Study
Media Language,
Representation and Theory

A-Level Media

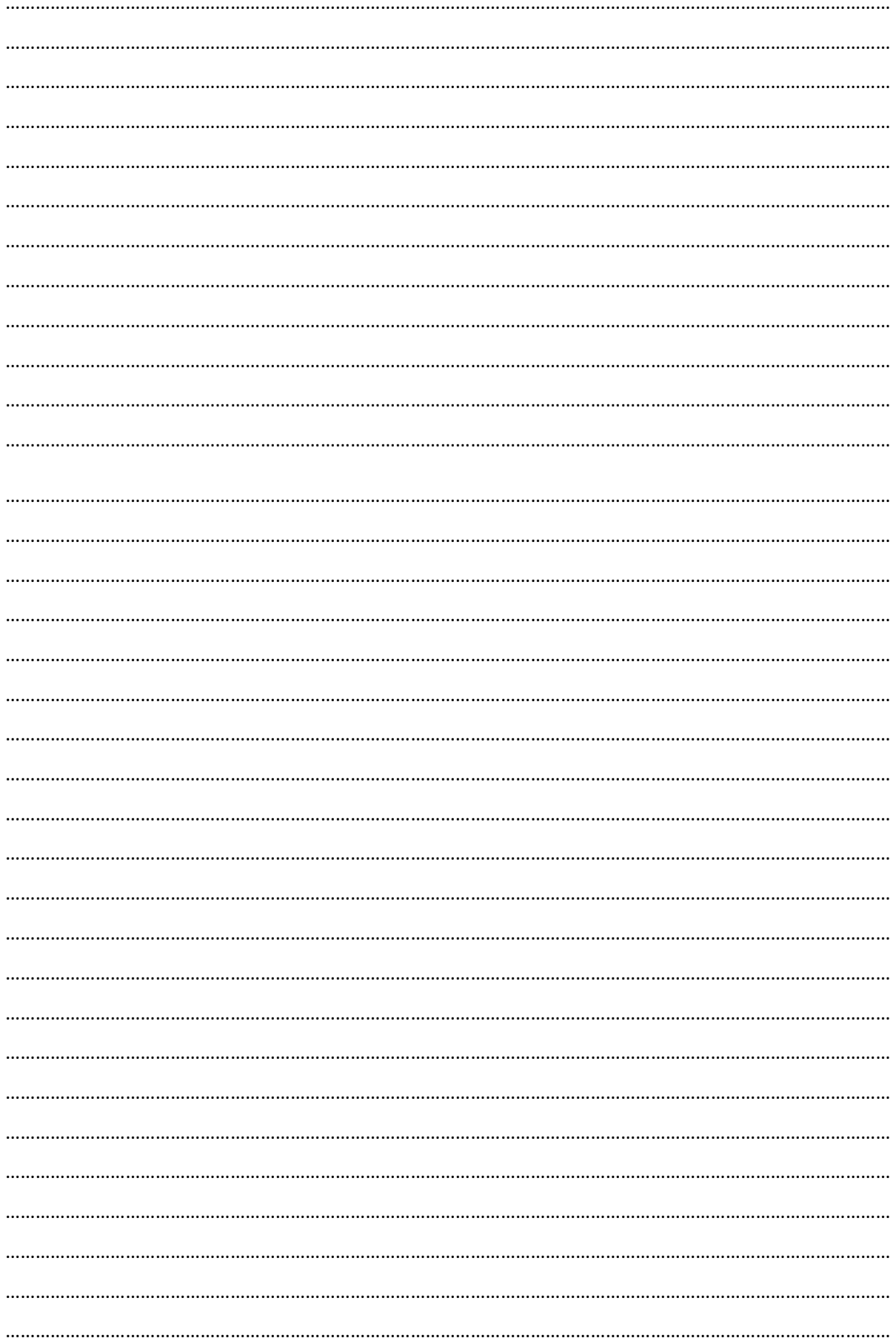


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Compare how any two pages from the Daily Mail and the Daily Mirror construct versions of reality.

In your answer you must:

- consider the choices media producers make when constructing versions of reality
- consider the similarities and differences in the representations



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Explore how a music video extract of your choice represents social groups. [15]

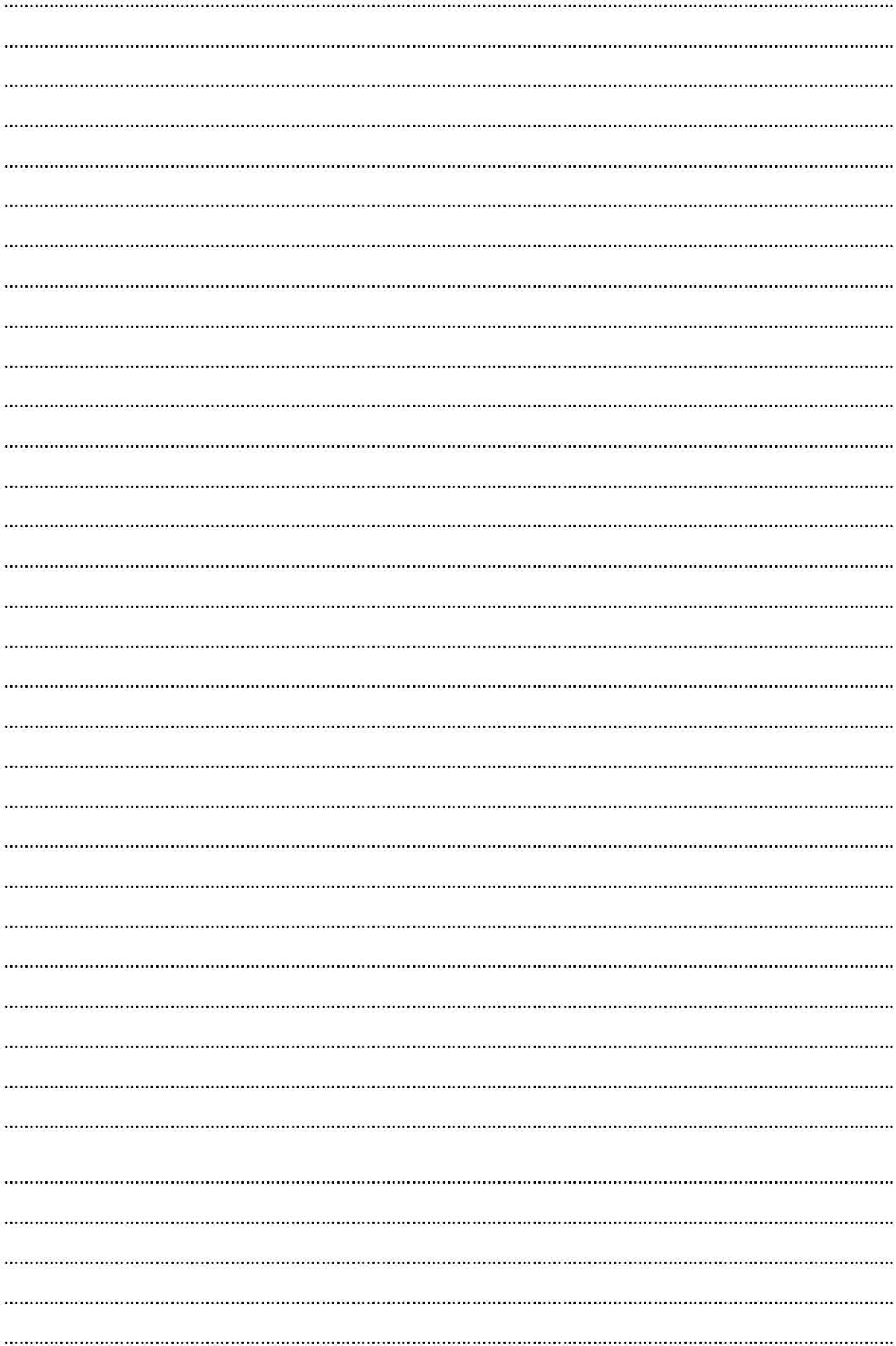
In your answer you must:

- consider the similarities and differences in how social groups are represented in the music video
- consider how stereotypes can be used positively or negatively
- make judgements and draw conclusions about how far the representations reflect social and cultural contexts

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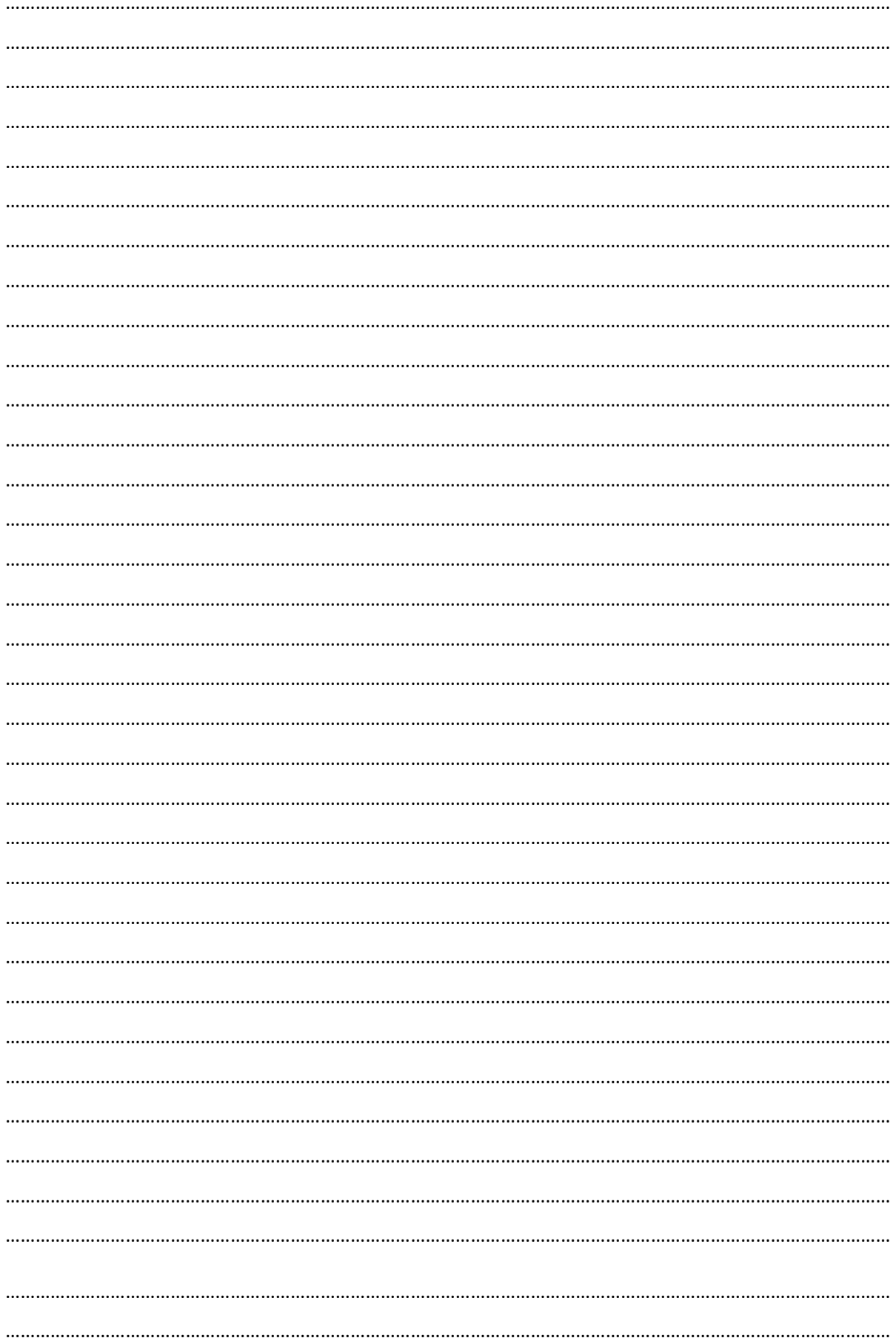
Dotted lines for writing.

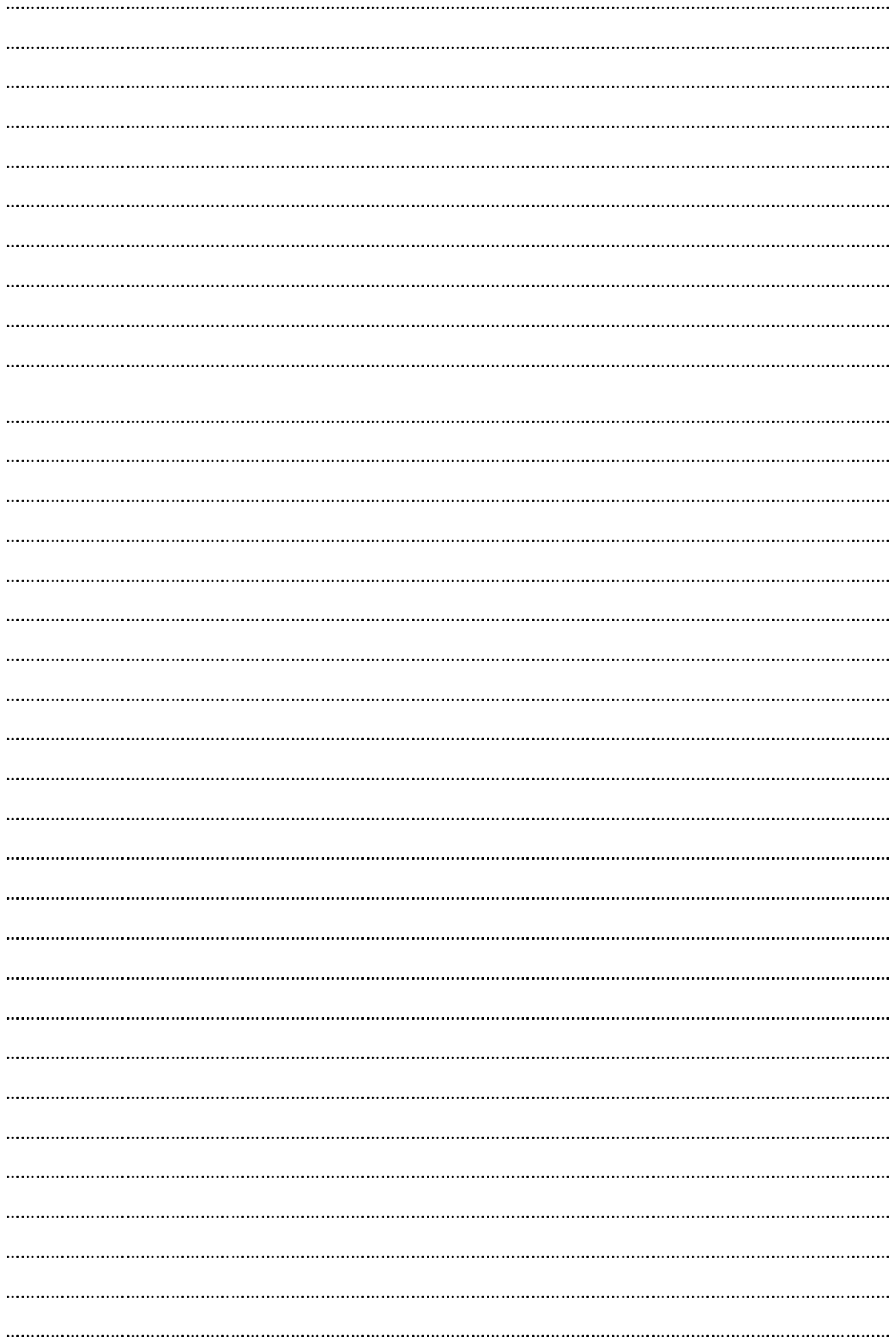
Find two media texts, that show representations differently. You may wish to choose an advertisement and a music video.

Compare how these two media texts of your choice represents social groups. [30]

In your answer you must:

- consider the similarities and differences in how social groups are represented in the media texts
- consider how stereotypes can be used positively or negatively
- make judgements and draw conclusions about how far the representations reflect social and cultural contexts





Section B

Theories

In this section, you are encouraged to write about the many theories you've been taught. You may wish to define the theory, but it is good practice to link them to your set texts/examples within your set texts.

Use the tables below to help you.

Theories to remind you

Media Language

- **Semiotics, including Roland Barthes**
Advertising and marketing, music video, newspapers
- **Narratology, including Tzvetan Todorov**
All component 2
- **Genre theory, including Steve Neale**
All component 2
- **Structuralism, including Claude Lévi-Strauss**
Advertising and marketing, music video, newspapers
- **Postmodernism, including Jean Baudrillard**
All component 2

Representation

- **Theories of representation, including Stuart Hall**
Advertising and marketing, music video, newspapers
- **Theories around ethnicity and postcolonial theory, including Paul Gilroy**
Advertising and marketing, music
- **Theories of identity, including David Gauntlett**
Advertising and marketing, music video, newspapers
- **Feminist theory, including Liesbet van Zoonen**
Advertising and marketing, music video, newspapers
- **Feminist theory, including bell hooks**
Advertising and marketing, music video, newspapers
- **Theories of gender performativity, including Judith Butler**
All component

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Extra bank of questions

Write some of your own questions, using the theoretical framework above and questions in Section A. Aim to write 10 of your own questions and then answer them.

- 1.**
- 2.**
- 3.**
- 4.**
- 5.**
- 6.**
- 7.**
- 8.**
- 9.**
- 10.**