Term 1: Independent Study Media Language, Representation and Theory

A-Level Media

Section A Unseen Texts

Theoretical framework – how does it fit into the exam?

Media Language units

- Advertising and marketing (Section A)
- Music videos (Section A)
- Newspapers (Section A)
- Television (Section B)
- Magazines (Section B)
- Online, social and participatory media (Section B)

Representation units

- Advertising and marketing (Section A)
- Music videos (Section A)
- Newspapers (Section A)
- Television (Section B)
- Magazines (Section B)
- Online, social and participatory media (Section B)

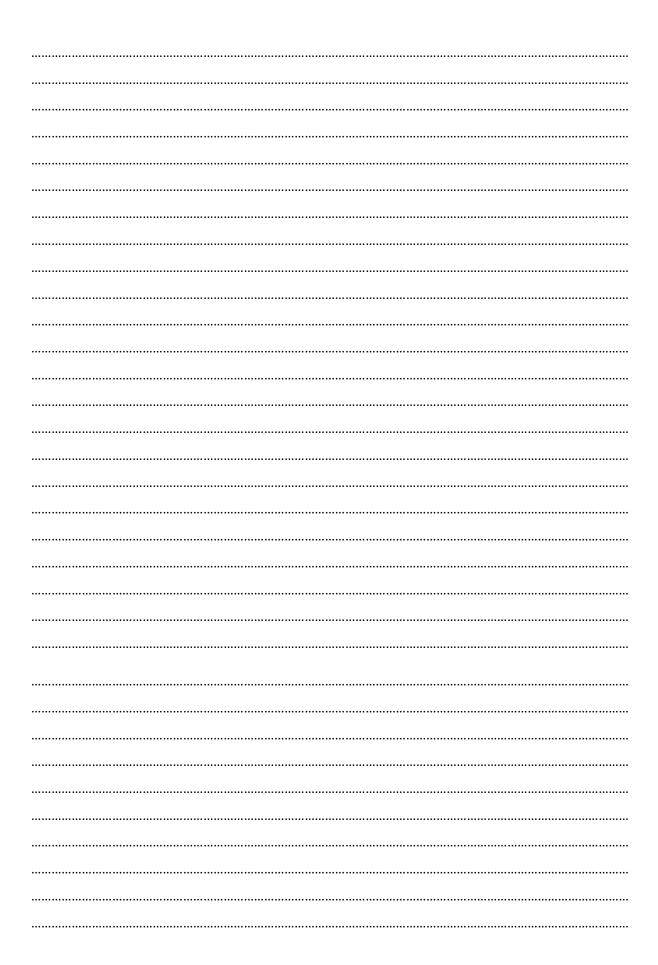
Respond to the questions below, in relation to unseen texts of your choice.

You must look at a range of media sectors as these will link to the various sectors you've learnt about.

meaning in any advertisement of your choice. [15)

Explore how the combination of elements of media language influences
meaning in any newspaper of your choice. [15)

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Explore how the combination of elements of media language influences	
meaning in any music video of your choice. [15)	
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meaning in any magazine front cover of your choice. [15)	
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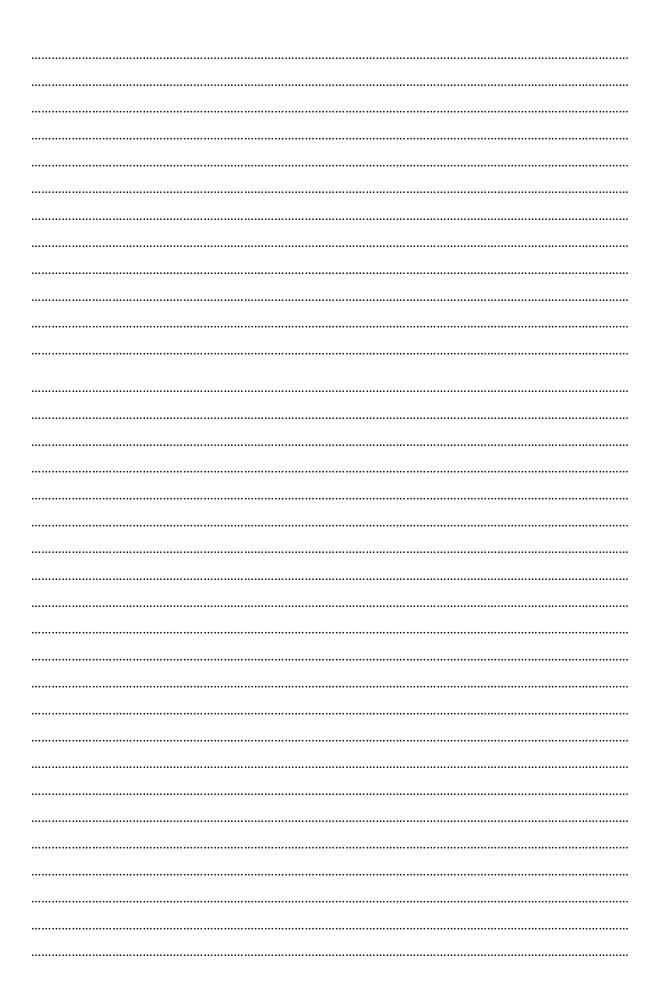
Compare how any two pages from the Daily Mail and the Daily Mirror

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

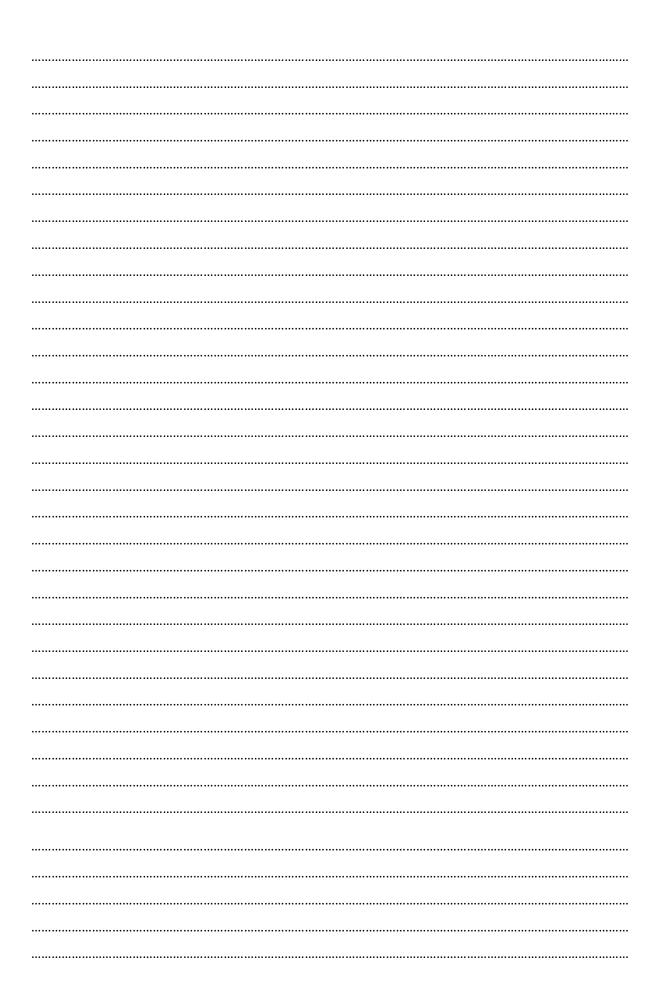
In your answer you must:

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

make judgements and draw conclusions about how far the representations
relate to relevant media contexts. [30]

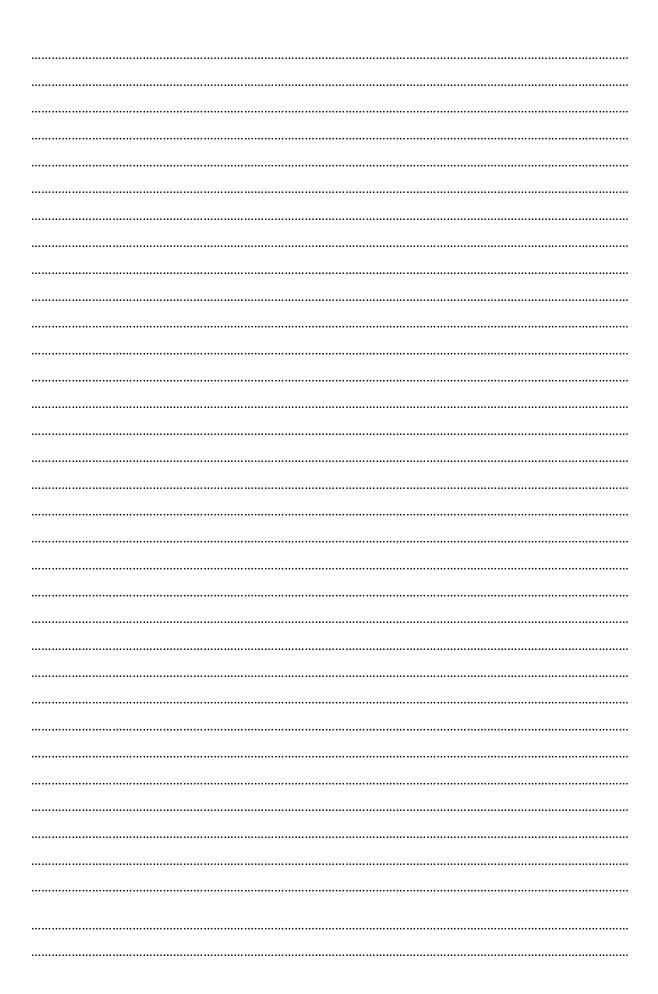


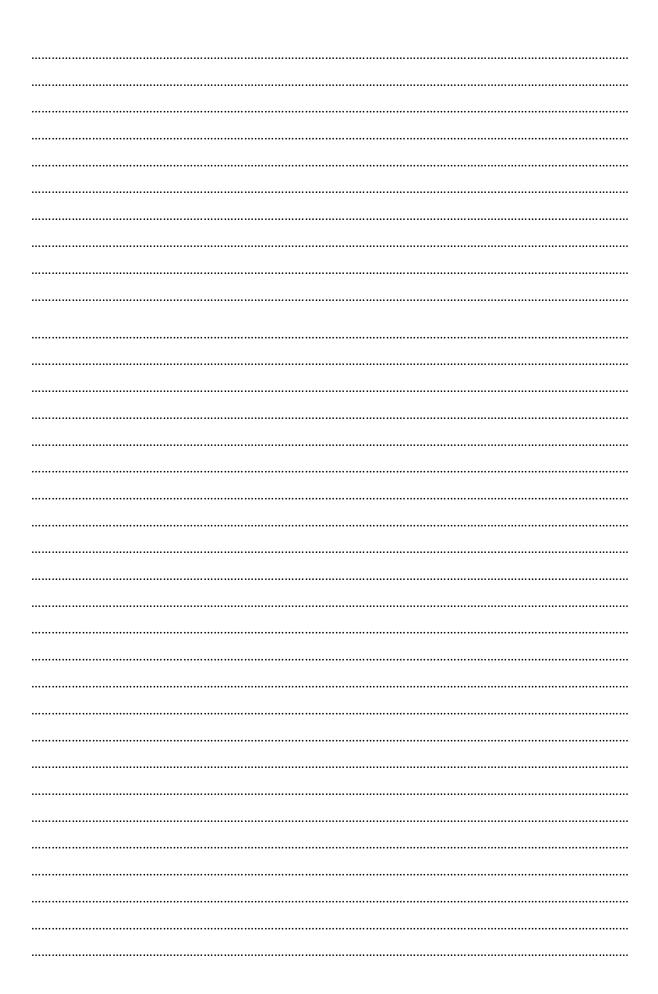
Explore how a music video extract of your choice represents social groups. [15]
In your answer you must:
• consider the similarities and differences in how social groups are represented in the music video
 consider how stereotypes can be used positively or negatively
make judgements and draw conclusions about how far the representations reflect social and cultural contexts



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





What areas did you struggle with? Where do you need to conduct extra revision/reading?

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.	6.
2.	7.
3.	8.
4.	9.
5.	10.