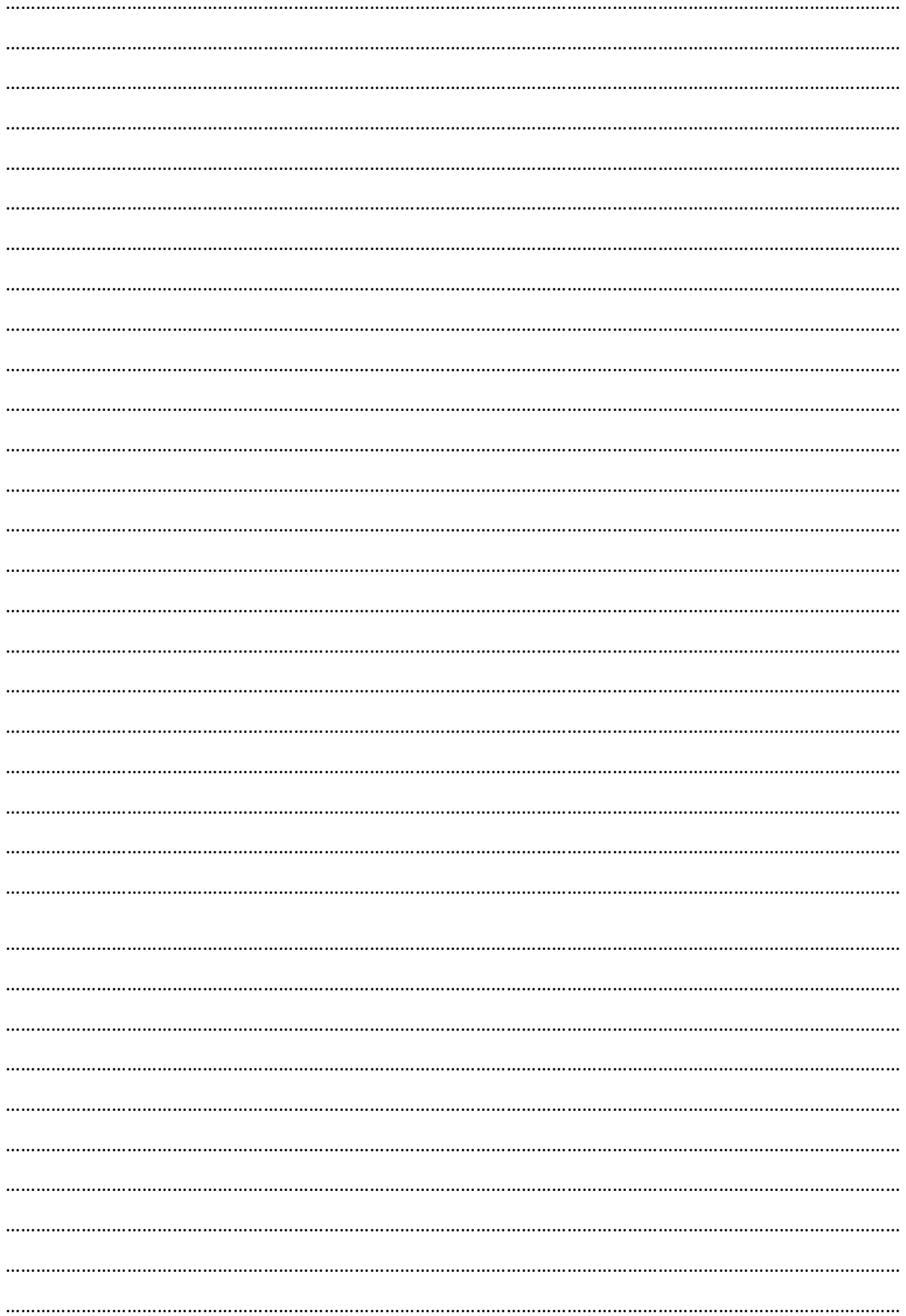
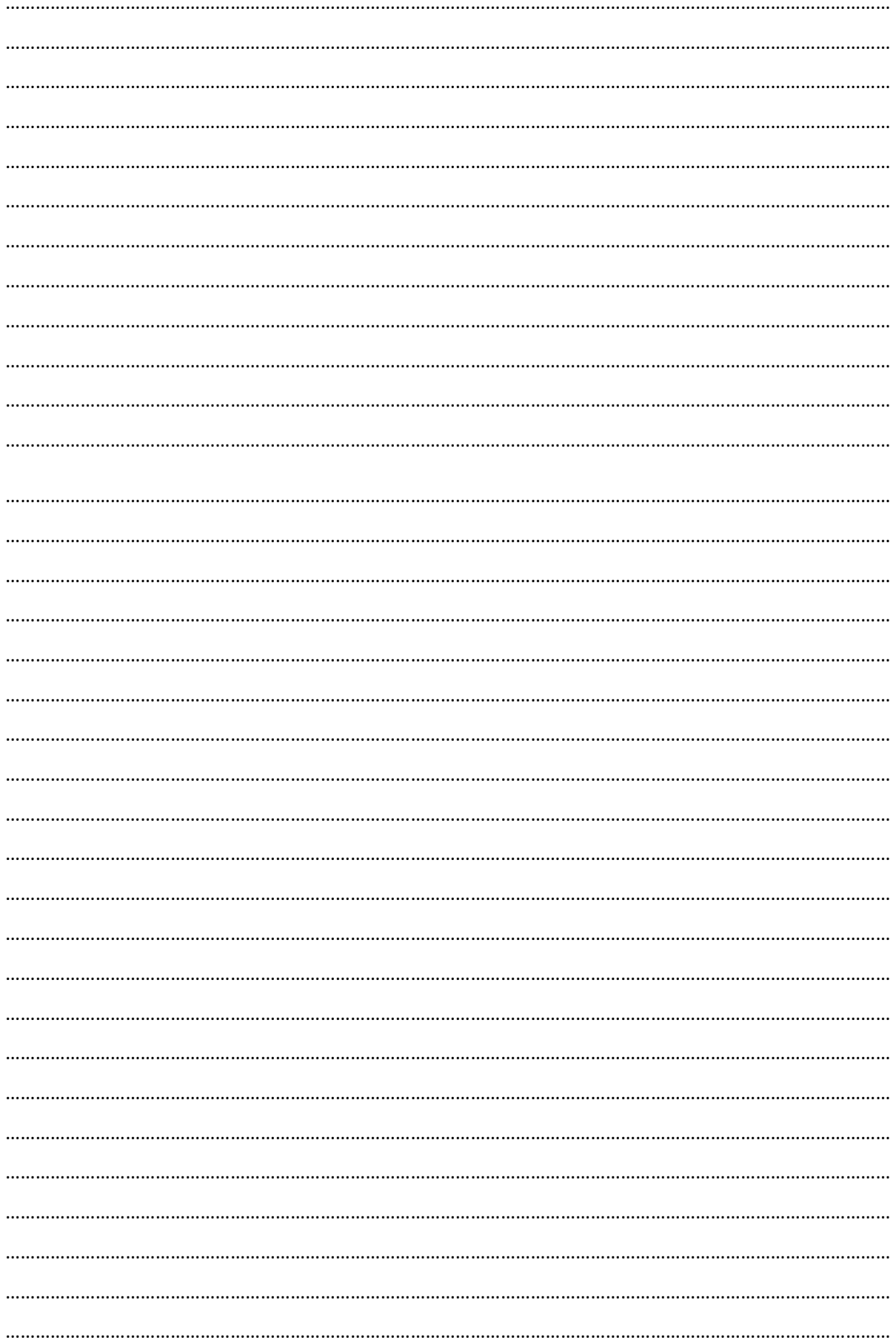
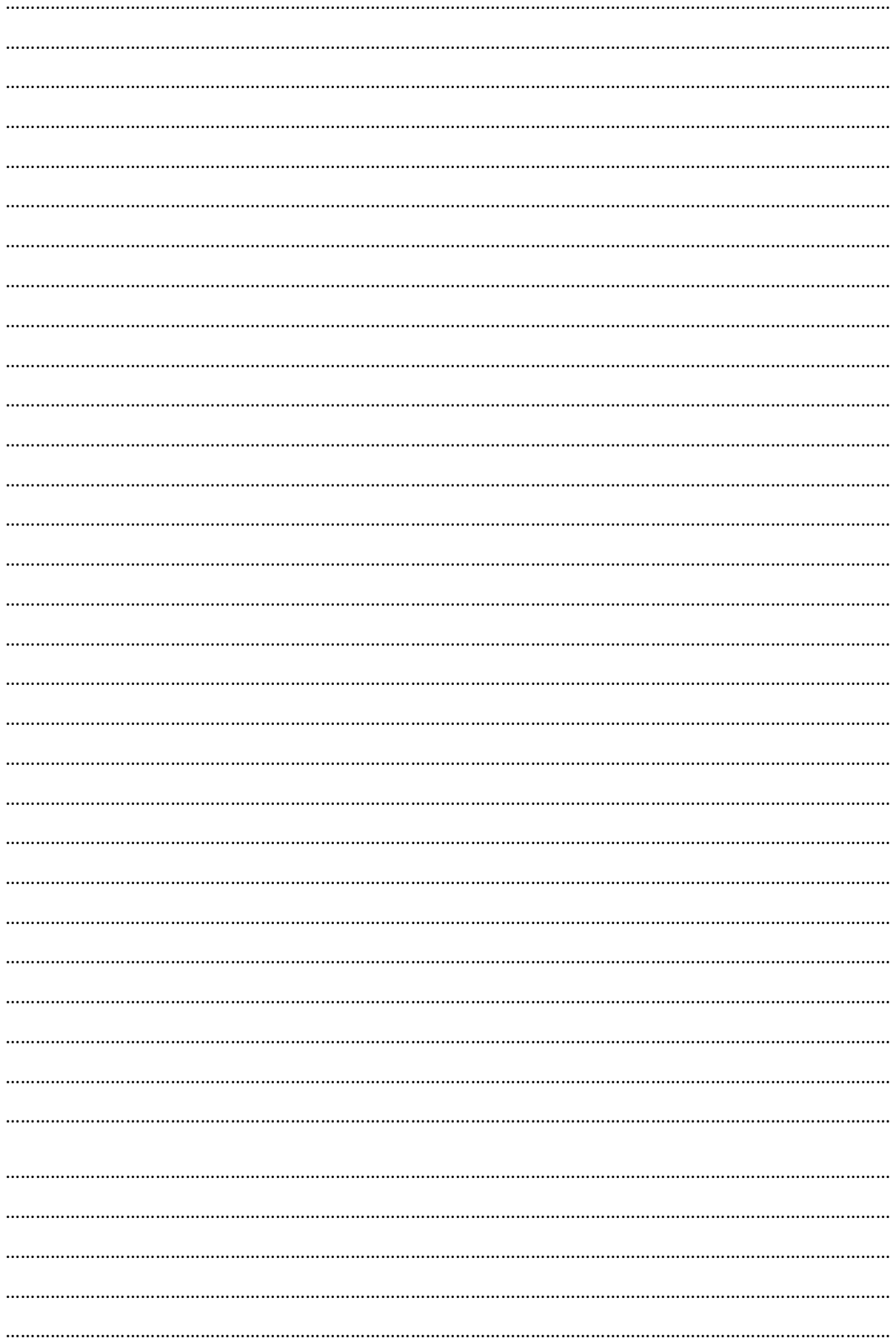


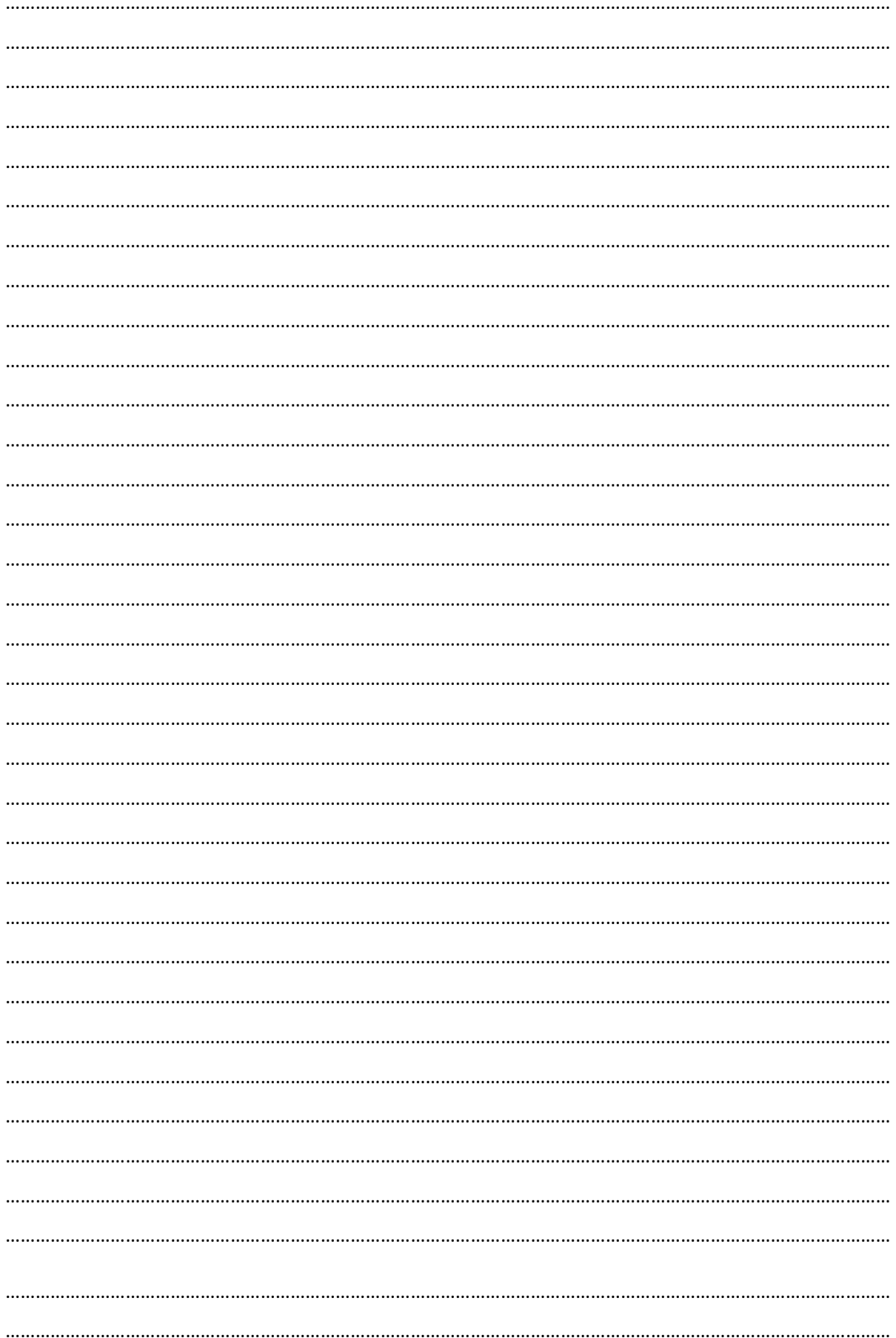
Term 1:
Independent Study
Media Language,
Representation and Theory

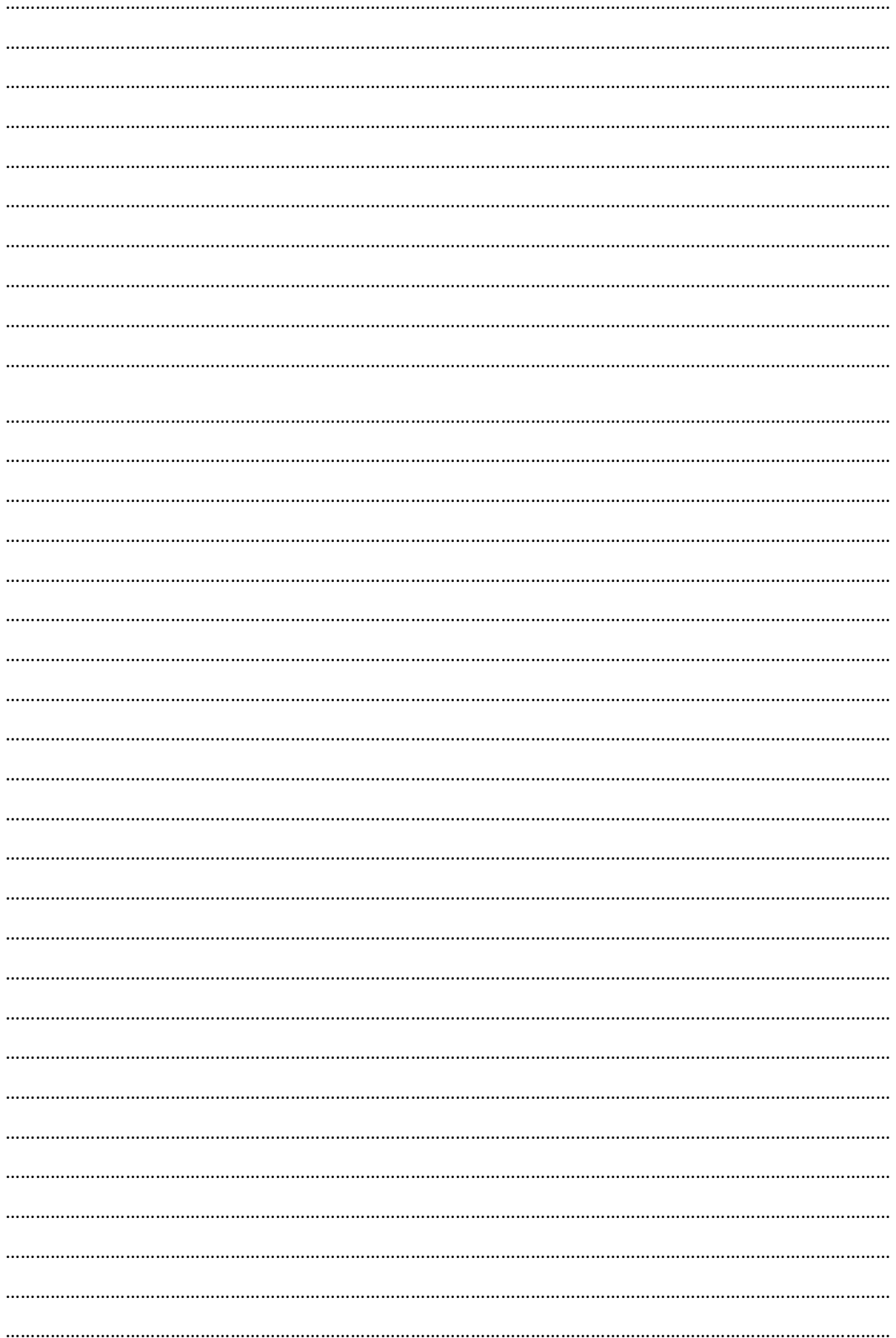
A-Level Media











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.**