Zig Zag Education

2017 specification
Exams from 2023

Topic on a Page
for GCSE AQA Media

Media One, Sections A and B

Exploring Media Language, Representation, Industries & Audiences

Third Edition, August 2024

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Activity Posters are provided for each of the above

All Topic on a Page posters are provided in A3 and A4 format.

Teacher's Introduction

This resource is primarily intended to be used during revision by students studying GCSE (9–1) AQA (8572) Media Studies: Media One: Section A (Exploring Media Language & Representation) and Section B (Exploring Media Industries & Audiences). There are 28 revision mind maps in total which relate to the close study products for assessment from **2023**.

As a revision tool, this resource does not aim to cover the material in depth, but rather provide visual 'mind maps' of the entire GCSE AQA **Media One** specification, which students can use as the basis of their revision, covering all the key vocabulary and knowledge that students need for their exam. The resource is especially suited to visual learners, and those learners who find it hard to revise from written notes.

The resource consists of:

- 33 completed mind maps, which provide solutions to the activity mind maps, labelled: ①—㉝

- 33 activity mind maps (partially complete) for students to complete, labelled: ❶—❸❸

All mind maps are provided in A3 and A4 formats.

How to use this resource:
- The sheets can be handed out at the end of the course, or at the end of each topic for revision purposes.
- The mind maps can be printed out poster size and displayed on the classroom walls as the topic is being taught, so that students have a visual reminder of what they have been covering in their lessons.
- The resource also includes partially completed mind maps. Students could be encouraged to complete the exercises as a way of recapping knowledge from the topic at the end of teaching. More able students could, additionally, be asked to think of further examples to illustrate the points, whereas lower-ability students could provide more illustrations, or colour-code the mind maps, to aid memory of the key topics.

August 2024

Second Edition, October 2023
This resource has been updated in line with specification changes to set products for exams from 2023.

Third Edition, August 2024
This resource has been updated in line with specification changes to set products for assessment in 2025. This includes pages for the new *Times* and *Daily Mirror* close study products and the additional study of Kim Kardashian's social media content.

MEDIA LANGUAGE

Signs are designed to convey meaningful and important information in a condensed way.

The study and understanding of signs and the meaning they communicate is called semiotics.

In the media, it is agreed amongst producers and audiences that specific meanings can be attributed to certain signs.

Denotation refers to what is literally visible within a sign or symbol.

Connotations are the meanings associated with a sign or symbol.

Charles Sanders Peirce was an American philosopher who identified three different types of signifier:

An **icon** is a signifier which resembles. *For example, a bicycle sign is used to indicate a cycle lane*
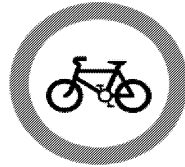
An **index** is a signifier which is physically or literally connected to what is being simplified. *For example, the skull and cross bones indicates a toxic substance*

With a **symbol** there is no resemblance between the signifier and the signified. *For example, the*

Roland Barthes was a French theorist and semiotician who suggested that a story's narrative uses five different types of *code*. These codes work together to enable the reader to make sense of what is happening in the story.

1. **Action Codes-** An object or event (often very simple) that leads to narrative progression *e.g. the drawing of a gun suggests that violence will occur*
2. **Enigma Codes-** The set-up and resolution of a puzzle *e.g. a film poster might contain an image of a closed treasure chest (the puzzle). The audience must see the film in order to discover what is inside the treasure chest (the resolution).*
3. **Semic Codes-** Signs referring to additional meaning through the use of connotation *e.g. A model lifting weights implies that they are strong or likes exercising*
4. **Symbolic Codes-** A range of non-literal references found in an image or text, normally presented through two contrasting codes *e.g. good vs bad, man vs women*
5. **Cultural Codes-** All references found within a text that can be understood with a good knowledge of news, events and culture, both contemporary and historical *e.g. the image of the Union Jack flag usually implies British pride*

| Mode of Address | The type of media language used to speak to audiences- *For example, in most lifestyle magazines the cover star will look into the frame (at the audience) creating a direct mode of address* |

| Iconography | Visual codes audiences associate with certain genres- *For example, frightening masks will often appear on the posters for horror films* |

| Typography | The style of font. This helps to create a house style or brand identity for a print media product as well as helping to establish genre- *For example, large boldface typography is a common convention of Tabloid newspapers* |

| Intertextuality | When a media text references another text in order to shape meaning and affect audience interpretation- *For example, advertisements may contain references to a popular film in order to create comedy and stick in the audience's head* |

NARRATIVE DEFINITIONS

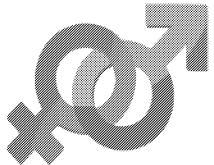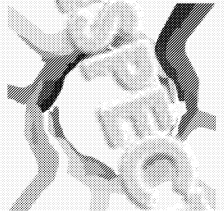| Content	Refers to what happens in the story as well as the meaning behind it
Form	Refers to the text type that the writer uses *e.g. magazine, newspaper, website, etc.*
Plot	The term used to describe how the main events in the story unfold
Structure	Relates to the order of events in a narrative and the form in which it is told
Storytelling	The activity of presenting a story to an audience
Action	physical movements of the people in the story or their behaviour
Dialogue	...ent of conversation or vocalised thought of the people in the story
Conflict	The struggle that often presents itself in a story.
Character	Any ... animal or figure presented in a story
Setting	The time ... place in which the story takes place
Event	Something ... will happen, has happened, or is thought to happen in the future

Vladimir Propp is a theori... ...ose work is derived from his studies of Russian folk tales with a particular focus on their characters. T... ou... his studies, Propp identified eight types of character, not unlike stock characters, which he claims ser... a specific purpose to the story's narrative. It is likely, that different character types ... overlap e.g. the dispatcher and the princess's father

Vladimir Propp- Character Types

1. Hero- The protagonist of the story- Embarks upon a journey motivated by the lack or loss of something
2. ...lain- An antagonistic character who wants to ruin the hero's journey
3. Don... - Someone who provides the hero with either an object or the advice they need to complete their journey
4. Helper- Someone who aids the hero on their journey (often described as a sidekick)
5. Princess/Reward- Someone or something that is unattainable throughout the journey. The story usually ends with the hero acquiring this prize
6. Princess's Father- The person who rewards the

MEDIA REPRESENTATION

Media Representation is all about the way in which media producers choose to portray something or someone in a product. Reality is complex, so representing every part of society within a single product is impossible. This is why producers consciously decide who their product is being made for (i.e. its target audience) and then select the parts of life that this group of people can relate to. In doing so, producers construct a **version of reality** for this particular audience. Representation is often concerned with age, gender, ethnicity, sexual orientation, social class and religion.

When it comes to analysing representation in the media, it is useful to be aware of contextual factors that have affected cultural attitudes in Western society. Listed below are a number of specific or ongoing events that may help to inform your analyses

Gender	Ethnicity	Age
In 2017, there were a huge series of accusations from women accusing powerful men in the media of sexual harrasment and assault. The hashtags #MeToo and #TimesUp were shared by thousands of women exposing an underlying sexism running through mainstream media (particularly the film industry). This movement has greatly enhanced conversations about female representation in the media	Martin Luther King Jr's 'I have a dream' speech in 1963 was a defining moment for The Civil Rights Movement. With it came a rapid change in rights for the US African-American community	Traditionally in the media, children were often depicted as helpless and in need of saving. Particualrly in mainstream cinema, recent representations have shown children to be capable and often 'more in the know' than their parents about important issues e.g. Stranger Things, Pokemon
A recent statistic revealed that the greatest killer of men under 45 in the UK is suicide. A concerted effort has been made to counter hypermasculine representations in the media and allow men to be presented as being emotionally vulnerable	The Black Lives Matter movement was founded in 2013 following a number of unprovoked shootings by police on African-Americans in the USA	Teenagers were historically depicted either as stroppy or as violent and rebellious thugs. Over time, mainstream media has started to acknowledge the complex issues of adolescence representing teenagers as ambitious and three dimensional- This particularly caters to the **millenial** generation, largely defined by concerns

Stereotypes are representations that reduce a person or group to a narrow set of traits and characteristics *e.g. Women all want to be domestic housewives*

Countertypes are representations that emphasise positive attributes of a person or group, often combating stereotypes in the process *e.g. women are physically capable and courageous*

Representation Terms

Passive Objects are characters that have no active role in shaping the narrative. They are only there to be looked at as events unfold around them
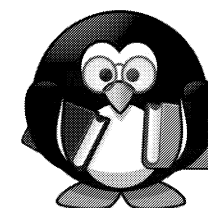
Active Subjects are characters that effect the progression of the narrative. They take action and make things happen

Under-representation

Definition: People or social groups who do not appear (or who appear very briefly) in a media product which might benefit from the person or group's perspective
Example: Homosexual couples have been historically underrepresented

The process by which producers **select** and **combine/construct** elements of media language to feature in a media product is known as **mediation.** The messages and ideas that are shown in the product will often be constructed in a way that establishes a particular **point of view**. For example, a newspaper article might use first person pronouns to align the audience with a particular person's point of view. This process is known as **audience positioning**.

Important Theories for discussing Gender Representation

Male Gaze — Laura Mulvey was a feminist theorist who suggested that visual media (particularly mainstream cinema) is constructed in a way that caters specifically to the pleasure of a male, heterosexual audience. This theory largely explains the various ways in which women's bodies have been objectified over the years

Magazine Covers

Genre Conventions of Lifestyle Magazines

High-key lighting
Lighting designed to create visual clarity and avoid shadows

Mode of Address
Direct cover star makes eye contact with the reader

Cover Stars
Will usually be a celebrity or an elite person

Shot Types
Cover stars are usually framed in full or medium shots

List-based Articles
A clear, readable way of conveying life advice

Imperatives
Media language which instructs the audience: "Do it!"

Audience Appeal
Highly gendered and generally appealing to 'aspirers'

Ideology
Focus on buying products promotes **consumerism**

Coverline Features
Many include pull quotes from celebrity interviews

Circulation → The number of people who exchange money for the consumption of a magazine

Readership → The number of people who consume a magazine regardless of whether they have bought it, e.g. a waiting

Dateline and **Issue Number** refer to Information relating to the date of publication and the number of previous publications

Cover Price: Information that reveals the price of the publication. In tabloid magazines, this will appear in a larger font

The **Main Coverline** is considered the main title of the cover page. This often corresponds with the main image or model of that issue

Coverlines are titles/excerpts from articles found in the issue which appear on the front cover. Editors believe

The **Masthead** is the title of the magazine, designed and displayed on the front page

The **Sell Line** is generally found close to the Masthead. It acts as a hook to gain audience interest and make the publication stand out

A **Strapline** is fairly similar to a sell-line; however, it directly relates to articles found in the issue. Often located down the right-hand side of the cover

Magazine covers will typically feature one **Main Image** (sometimes also called the **Cover Image**), often of a model or celebrity that ties into themes of the issue

Tags are phrases used to catch the reader's attention. Often sensational, with exclamatives such as 'Exclusive interview! or 'Plus!' Can also be called **Buzz** words

MASTHEAD
Dateline + Issue Number
Cover Price

Sell line

Main Coverline

Coverline

Coverline

Main Image

Strapline

Coverline

Tag

Puff

Language

Representation

Colour Scheme
Colours carry dozens of connotations, and media producers are highly aware of the qualities audiences associate with certain colours. Producers will use this knowledge to create a colour palette that helps establish a particular tone or genre. In the case of *Tatler*, the following colours are juxtaposed to create a clear sense of brand identity that will appeal to a target audience of young,

Colour	Connotations
Pink	Love, Femininity, Nurture, Vulnerability
Green	Growth, Health, Money, Greed
White	Innocence, Purity, Cleanliness, Perfection
Blue/Red	Political colours of the Conservative and Labour parties. Links to reference to politics on the front, suggesting affiliation with ruling class. These are also the colours of the British flag, suggesting national pride.

Gaze
Emma Weymouth is making direct eye contact with the camera to connect with the reader. It suggests confidence and challenges the audience to aspire to be like her.

Her expression is bold, which reflects her choice as a cover star; black cover stars are rare for *Tatler*, and this choice reflects changing opinions stemming from the Black Lives Matter movement. It is appropriate for her to appear bold and aspirational to reflect changes in representation.

Body Language
Weymouth is in a casual pose which draws attention to her gown. She appears nonchalant and relaxed, which makes her seem delicate and influential.

Furthermore, her stance is open and confident, reflecting a bold and aspirational figure that the reader can look up to.

She wears minimal jewellery, which draws attention to her collar bone and makes her seem refined and delicate.

Shot Type

Facial Expression

Publisher
Condé Nast Publications Inc.

Circulation (2021)
78,000

Readership
101,000

Founded In
1901

Core Demographic
Female, ABC1, Middle Aged

Cover Star
Emma Weymouth

Rate of Release
Monthly

Editor
Richard Dennen

Key Terms
Establishment	A group in a society exercising power and influence over matters of policy, opinion or taste, and seen as resisting change.

Weymouth is a rare mixed-race cover star, which shows that *Tatler* is ensuring diversity in line with changes in expectations from readers. Political and social change is reflected in this choice of cover star.

Tatler is aimed at wealthy, upper-class British people, which is reflected in the setting, style choices and positioning of Weymouth. While her dress might be typical, the colouring of and images on the gown are unconventional, suggesting she herself is daring.

Tatler finds non-typical ways to represent women on the front cover.

Weymouth's title of 'marchioness' is unconventional as typically white, British women would have held this sort of title. In fact, Weymouth is the first mixed-race marchioness in Britain. This links to the idea of the 'new' establishment, suggesting times are changing in Britain and that *Tatler* is keeping up with this changing landscape by being more inclusive.

Indicators of Elegance and Sophistication
→ All text and images are presented on vertical and horizontal grids, making for a neater display.
→ A single image fills the entire page. Weymouth overlapping the title suggests her importance but also the fact that we don't need to see the title to know what the magazine is called.
→ Stories do not overlay one another. This helps to create a sparse effect.
→ Mainly muted, pastel colours and all text in white, which creates a simplistic

Magazines: Close Study Product – *Heat*

CONTEXT

Publisher	First Published	Circulation: 2.1 million adults in Great Britain from April 2019 to March 2020.
Bauer Media	February 1999	

Rate of Release	Catchphrase: ... gossip will do.
Published weekly	Tagline: Yours. The ... your life every fortnight.

Cover Stars: Cheryl Cole, Dani Dyer, Victoria Beckham, Meghan Markle, Prince Harry, Giovanna Fletcher, Liam Payne, Mar... rey

Verbal Codes

Semiotic Analysis

- **Title:** The title 'Heat' links to the hot gossip inside. This term insinuates t... t the magazine will be full of the latest 'hot' gossip and celebrities' secrets.
- **Main coverline: 'Caught Out!'** The use of the exclamation mark is trying to ma... ... ... ry more dramatic. This will make the reader intrigued to find out what Posh has done in order to b... ...t out and what is the secret. Furthermore, the secondary coverline, 'secretive star', is designed to en... ge t... audience by <u>connoting</u> secrets and hidden gossip, enticing the reader to buy the magazine and ... ... ide.
- **'Baby Daddy':** This <u>informal</u> and <u>colloquial</u> term reflects the <u>demographic</u> of the ma... ... which is C1C2DE.
- **'Shock', 'Terrified'** is <u>hyperbolic</u> language that is designed to shock and be exagger... ... in order to intrigue the audience.
- **'Exclusive':** This suggests that this story is only available in *Heat* and is included to en... ge t... potential audience. This is a <u>unique selling point</u> for the magazine.
- **Use of rhetorical questions:** This conveys a sense of urgency as the audience wants to fin... out ... re and, therefore, they will pick up the magazine. This will encourage the audience to buy th... ... zine because of their need to answer the rhetorical question. For example 'Is this Harry and Megha... biggest mistake yet?' intrigues the audience as they want to find out the 'mistake'.
- **Use of alliteration:** 'Secretive Star' and 'Badass Baubles'. Celebrity magazine covers, such as *Heat*, *Hello* and *Reveal*, often use alliteration as a way to make the title or <u>headline</u> more memorable and attention-grabbing. This is also a technique used by the tabloid newspapers. It can help create a memorable phrase that is easy to recall. Here they use 'Secretive Star' to create more interest in what 'Posh' has done to be caught out.
- **Informal/colloquial language:** A number of <u>abbreviations</u> are being used in the <u>coverlines</u>, such as 'Celeb Inspo', which is used to target the demographics of the magazine. This is specifically targeted at the 15–34 aspirers and mainstreamers.
- **Use of first names:** 'Dani', 'Posh', 'Harry', 'Meghan' are all first names. This is <u>informal</u>, friendly language which <u>encodes</u> in the reader that these celebrities are familiar and personal to us.

Pug: The pug is a promotional offer that looks like a sticker. It is generally located in the corner of the magazine. The pug is used to promote exciting news or promotions, such as part of the magazine being free. The idea is to make it stand out from the rest of the front cover by using bright colours and high contrast. On the front cover of *Heat,* the pug is in the top left corner, in yellow (and pink/black text), offering a '17-page TV & film guide'.

Puff: An eye-catching graphic or text to draw the audience's attention. The sticker effect is a popular convention, using a shadow, a bold outline or a star shape. However, it can just be a line of text that uses a symbol to draw the eye. In this case, we have 'I'm a Celeb' with the spider asterisk. Additionally we have 'Behind Closed Doors' and 'Shock New Pics'.

Banner: Text, which stands out because it's on a coloured background.

Information/Barcode: This is positioned along the right at the bottom of the page. Note how small it is as the cover needs to be full of images and sell lines. However, it is on the cover (unlike *Tatler*) as price is important to *Heat* readers.

Buzzwords: Words that are used to excite the audience, such as 'Exclusive'. Usually within the main feature article.

Masthead: Slightly hidden by the main image, implying an attempt on the part of the producers to pack in as much information and imagery as possible. The bold white font against the pink background vaguely resembles the loo... of red-top newspapers.

Heat (magazine): © Bauer Media UK, November 2021

Technical Codes

- **Design and layout:** In *Heat*, <u>the rule of thirds</u> is not used. *Heat* uses a technique called the Z-pattern. Magazine covers often use the Z-pattern in their design because it is a proven way to guide the reader's gaze across the page and direct their attention to the ...

Skyline/Strip: A list of what is featured within the magazine, such as stories or specific content. Normally located across the bottom or top of the front cover. 'Shock' and 'Terrified' is hyperbolic language that is designed to shock and be dramatic to appeal to the audience. *Heat* features a skyline above the masthead to fit in additional stories that follow the first point a reader will start reading, according to the Z-pattern.

Main (Key) Image: An image that represents the main story ...in the magazine, usually of a famous figure or an ...ing release. In this case Victoria Beckham's picture ...ken by paparazzi – it is quite grainy and it is not gl... ...; it is rather casual and natural. This picture has bee... ...d in order to reveal her 'true and natural' look, which ... usually hidden from the rest of the world. Furthe... ...he use of the smaller image – where Posh is leaning ... ...r, talking to a mysterious driver – further reinfor... the idea of secrecy. This can give the reader a sense of voye... ...n, that they are seeing something secret ... ...ivate that they shouldn't.

Anchorage Tex... ...t helps to pin down the meaning of a picture. 'Behin... ...ed Doors', 'Liam's double life' and 'Secretive Star' ar... ...designed to engage the audience as they connote secrets an... ...idden gossip, enticing the reader to ...uy a... look inside.

Main Coverline: The t... wh... represents the main story or image. The Posh text is ... which is unusual as the other coverlines in the sam... ...icle are sans-serif. This connotes that she is 'posh' with... ...more formal, traditional font style. This also juxtaposes with the 'CAUGHT OUT' sans-serif text.

Barthes Semiotic Action and Enigma Codes

The image of Meghan and Harry has been deliberately **mediated** to make them look sad and regretful, trying to **connote** that they are guilty and shamefaced. The original image has been taken from a Remembrance service, and the pair are being suitably sombre. The cropping of the image totally changes the **context** and **interpretation** of their faces.

Sell Lines: Located on the front cover, these lines of text inform the audience of the type of content included inside the magazine. One includes a 'pull quote' about Dani Dyer.

Representation

- → **Men** – Apart from Liam, who is presented as the villain in the relationship, and Harry, who is presented as part of a relationship, men do not have a lot of representation in the magazine. This could be a relatable feature to a male audience, while at the same time, according to the uses and gratifications theory, some readers might find this a 'personal identity' story and identify their situation. This is due to the core demographic of the magazine, which is female.
- → **Women** – Women are presented as 'Posh', powerful and secretive, while at the same time they are being 'accused' of lying. Women are also expected to always look good even when they are casual. Finally, women are also being presented as 'victims', e.g. Dani is terrified.
- → **Relationships** – As a gossip magazine, *Heat*'s main issue is the relationships between celebrities and their break-ups. This is again intriguing for the audience.
- → **Celebrities** – Celebrities are being represented as glamorous and stylish, e.g. the glossy pictures of Dani and Cheryl as well as Meghan Markle and Prince Harry. On the other hand, due to the juxtaposition of the coverline 'Secretive... Accused of Lying to Everyone' and the main image of Posh without any make-up, looking casual, the reader is intrigued and wants to find out more about the lying and what the secret is. The reader will also find Victoria more

Newspapers –
Media Language and Representation

News Conglomerates
There are generally considered to be three media conglomerates that own over 70% of news publications in the UK. These are:
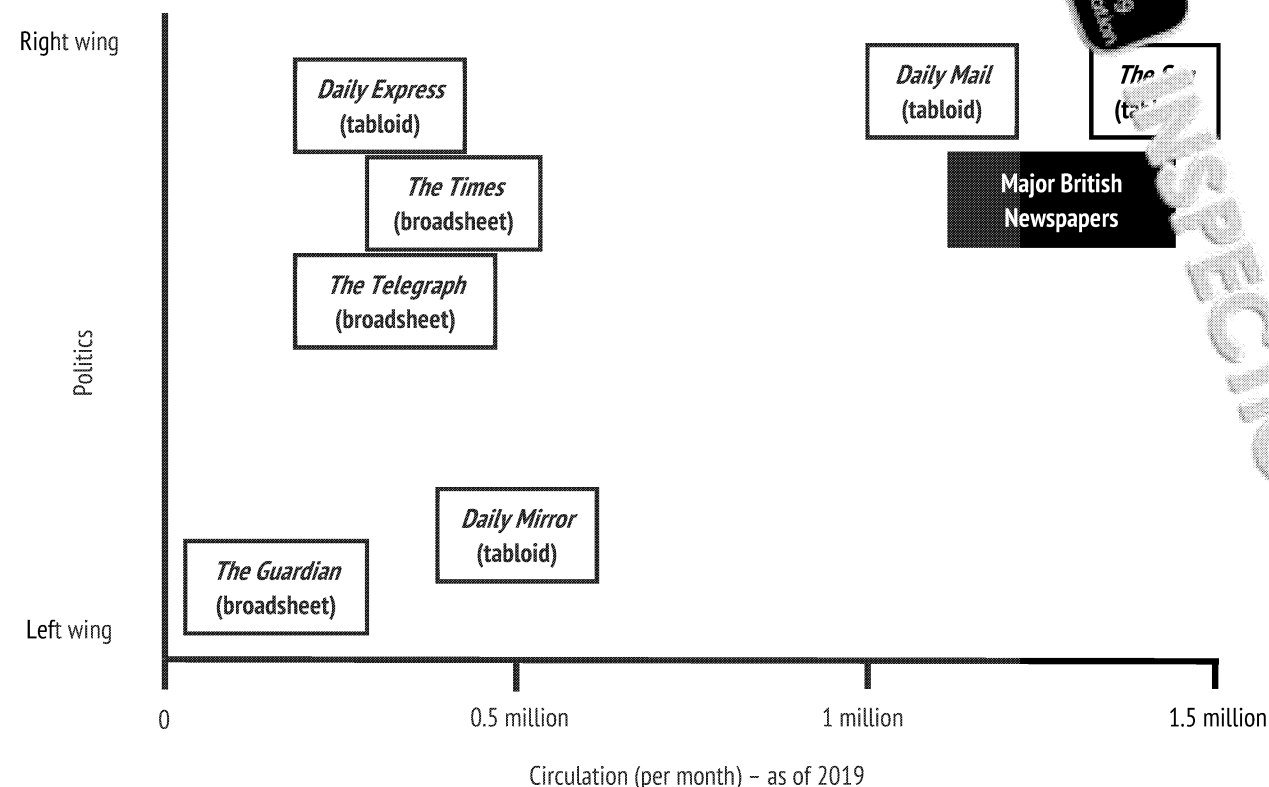- **DMGT –** *Daily Mail*, *Metro*
- **News UK –** *The Sun*, *The Times*
- **Reach PLC –** *Daily Mirror*, *Mail on Sunday*

Note: **Reach PLC** was formerly known as **Trinity Mirror** until 2018

Rupert Murdoch – owner of News UK

KEY TERMS

Red top: an identifying feature of British tabloids where the masthead is positioned in front of a red backdrop

Anchorage: how the meaning of a picture is shaped in a newspaper through the caption and text associated with it

News values: various factors that newspapers take into account before deciding whether to publish a particular story

Continuity: the development of certain news stories will be covered

Gatekeepers: the producers who

Major British Newspapers

Right wing

Daily Express (tabloid)

Daily Mail (tabloid)

The Sun (tabloid)

The Times (broadsheet)

The Telegraph (broadsheet)

Politics

Daily Mirror (tabloid)

The Guardian (broadsheet)

Left wing

0   0.5 million   1 million   1.5 million

Circulation (per month) – as of 2019

Tabloids often use layman's terms (simplistic language) and sensationalist imagery

VS

Broadsheets will often use formal language, factual evidence and tasteful imagery

Tabloids tend to target an audience between C2 and E of the British social grade

VS

Broadsheets tend to target an audience between A and C1 of the British social grade

Codes and Conventions

Masthead	The title of the newspaper, designed and displayed on the front page (usually in the top left corner)
Headline	The title of a news article, summarising the topic (usually in a large font size and style in order to command the reader's attention)
Byline	The name of the author (*remember: a 'line' of text that tells you who the story is 'by'*)
Standfirst	Presented in a different size or font to the rest of the article, the standfirst is a small paragraph of text summing up the story or enticing the audience to read on
Imagery	Pictures used to provide further context, suggest thought or provoke information
Caption	A description of the image, normally in a way that relates to the story
Pull quote	An important quote from the article that is enlarged and used to break up the story
Subhead	A subtitle for the article, normally expressed in a single line
Crossheads	Extracts from the main text (displayed in a large font) used to break up the article and add more white space. These are utilised in the same fashion as pull quotes but they do not quote a source directly.
Body text	The main text of the article. On many occasions this will not appear on the front page (particularly in **tabloids**).
Imprint	Information found in the newspaper that contains the publisher's information and contact information
Lead story	The story that is considered 'most important' by newspaper producers

Newspapers – context

The Institutions

Daily Mirror

Format: Tabloid (red top)
Date of publication: 13th March 2023
Average circulation: 329,485 (daily sales Feb 2022)
Monthly reach online: 20.7 million (March 2024). The Mirror Online is a free website.
Core demographic: C2DE, 56% female
Politics: Left wing, strong Remainers
Ownership: Reach PLC (previously Trinity Mirror)

The *Daily Mirror* is the only major British newspaper to remain consistently loyal to the Labour Party since the end of World War II. It has remained critical of the governing Conservative Party.

The Times

Format: Broadsheet
Date of publication: 13th March 2023
Average circulation: 368,929 (Jan 2020)*
*   *The Times* no longer publishes its daily circulation figures
Monthly reach online: The Times UK is a subscription website; in 2021, Reuters Institute put the number of subscribers at around 400,000
Core demographic: ABC1, educated, with a liberal or right-wing political stance
Politics: Right wing, centre-right, took a balanced approach to Brexit in terms of articles published but eventually backed Remain, even though its readers were likely to vote Leave
Ownership: News UK, itself owned by News Corp (Rupert Murdoch's publishing conglomerate)

The People

Gary Lineker

Gary Lineker is a sports broadcaster who has played for top British and European clubs and represented England in international competitions. As a footballer, he was the top goal scorer for three clubs: Leicester City, Everton and Tottenham Hotspur. He also received 70 caps for England and was awarded the Golden Boot in the 1986 World Cup. Lineker is famous for having received no red or yellow cards during his professional football career.

He presents the BBC's flagship football programme, *Match of the Day*, as well as providing live coverage of football matches including World Cup matches. He has also appeared in a very-well-known series of advertisements for Walkers Crisps, which play on his reputation as a 'nice guy'. Lineker is classed as a 'freelancer' when working for the BBC, not as a BBC employee.

Lineker regular expresses opinions on a range of issues, including politics. He is often highly critical of the Conservative government.

Richard Sharp

Richard Sharp is a former banker who was appointed Chairman of the BBC in February 2021. He worked at several international banks, including Goldman Sachs, where he managed Rishi Sunak (who was Chancellor of the Exchequer when Sharp was appointed to the BBC). After an inquiry was held into the appointments procedure, he resigned, leaving the BBC in June 2023.

Richard Sharp has donated at least £400,000 to the Conservative Party. He also helped to arrange an £800,000 loan to Boris Johnson, then Prime Minister, before he was appointed to the BBC – this was first reported in *The Sunday Times* in January 2023. The

The Events

In March 2023, Lineker criticised the UK Conservative government's policy on asylum seekers, and specifically the language being used by government ministers. He ____ed Suella Braverman's (then Home Secretary) policy as 'an immeasurably cruel ____ directed at the most vulnerable people in language that is not dissimilar to that ____ Germany in the 30s', referring to the rise of Hitler's Nazi party and its attitudes to Jewish people and other minorities.

Line__ made his criticisms on X (formerly Twitter) where he currently has 8.9 m____ followers.

Lineker's ____ents caused an uproar. Conservatives were furious, whereas some figures on ___ left applauded him. On 10th March, the BBC announced that Lineker would 'step ___ from his duties on *Match of the Day*, saying that it had 'decided Lineker will n___ ___ent *Match of the Day* until there's an agreed and clear position on his use of socia___ ___ia'. Effectively, he was suspended.

In the next few hou___ ___ny of Lineker's colleagues announced that they supported him and therefore ___ ___ not be appearing on the BBC that weekend. They included Alan Shearer, Ian Wri__t, ___eve Wilson, Conor McNamara, Robyn Cowen, Steve Wyeth, Alex Scott, Jason Moha___ ___ Mark Chapman, Jermaine Jenas, Dion Dublin and Jermain Defoe.

The BBC's sports coverage was severely curtailed that weekend (11th March and 12th March).

On 13th March, the BBC and Gary Lineker issued coordinated statements. Lineker would return to presenting, and the BBC would conduct a review into its social media guidelines and how they apply to freelancers who do not present news programmes. Tim Davie stated that Lineker had agreed to abide by the existing guidelines until the

DAILY MIRROR

Media Language and Representation

The main body of text is cut off mid-sentence so the audience is encouraged to read the rest of the article on later pages. This teasing of information could be identified as an **enigma code**, according to the narrative theory proposed by Roland Barthes. The convention of then providing the page number for readers to skip to is known as a **trail**.

NRS Social Grade

A – Upper Middle Class	C2 – Skilled Working Class
B – Middle Class	D – Working Class
C1 – Lower Middle Class	E – Non-working

Daily Mirror – **Interactive Features**

Masthead: Written in a large, bold font allowing it to stand out to potential readers. The text is arranged in a manner that makes it instantly recognisable to its core demographic.

Red top: Includes a date line and cover price – also provides a link to the *Daily Mirror*'s official website. Positioned on the top third of the page and will stand out on shop shelves among the other newspapers.

Layout and design: There is (typically of red tops) a high ratio of picture to text on this front page. The photograph of Gary Lineker, his appearance relaxed and possibly amused, is much larger than the images of the two BBC bosses, adding to the narrative that Lineker has 'won' and constructing a conflict between Lineker, in his casual clothing, and the two men in suits. Given that the readers of the *Daily Mirror* are predominantly from the C2DE social groups, they are more likely to identify with Lineker's clothing and casual appearance, placing them firmly on Lineker's 'side'.

Masthead caption: 'Newspaper of the Year' establishes that the *Daily Mirror* is a trustworthy and admirable publication. Although it does not make it clear who awarded the title, it nevertheless reassures the reader that they are reading a highly respected publication.

Main headline: 'Back of the Net' is a footballing term used by pundits, meaning that a goal has been decisively scored. This refers to Lineker's career as a footballer and a pundit, and also to a perceived victory.

Cutline (in red): Usually a cutline will divide two stories on the front page. Here there is only one story, but the *Daily Mirror* has used its usual red cutline as a second headline. Reading 'Lineker Peace Deal Hope' the cutline uses language frequently seen in war reportage, suggesting the gravity of this situation reaches beyond a row over online language.

Main image: The paper has chosen a picture of Lineker dressed casually and smiling slightly, constructing a narrative that he has 'won' without suggesting that he is gloating. He is outside, wearing casual clothing. This reflects the fact that he is a sportsman and makes it more likely that the audience will identify with him.

DAILY **Mirror** — Newspaper of the Year

Monday, March 13, 2023

LINEKER PEACE DEAL HOPE

BACK OF THE NET?

BBC compromise should see star return to TV... & infuriate Tories

By NICOLA METHVEN

A COMPROMISE deal between Gary Lineker and the BBC is being threatened out, infuriating right-wing critics who watched his scalp.

FULL STORY: PAGES 6&7

DAILY MIRROR

Inset 1: Richard Sharp
The title (white and yellow on blue) uses a utilitarian style font with military connotations, reinforcing the impression that this is a war being waged against Gary Lineker.

The first line of the body text reinforces the military theme as it introduces 'Under-fire BBC chairman Richard Sharp', suggesting that the war is going against Sharp.

The main body of this story contains details about Sharp's considerable wealth, his lifestyle and the properties he owns in London. Given that the core demographic of the *Daily Mirror* is C2DE, many of whom will live outside London, this strategy 'others' Sharp and renders him unsympathetic without using any openly negative language – terms like 'lavish', 'expensive' and 'high society' suggest that he is out of touch with reality as experienced by most of the *Daily Mirror*'s readers. The quotation from the spokesman about Sharp's tax affairs actually raises doubts about his financial honesty.

Sharp is explicitly linked with Rishi Sunak, and the detail that Sharp was Sunak's boss at Goldman Sachs implies that he can influence the government, but never openly states as much.

Inset 2: Other stars voicing views
Using the same utilitarian, military style font as Insert 1, this insert deals with other stars associated with the BBC who have made strongly political comments on social media without being suspended by the BBC. Both Lord Alan Sugar and Baroness Brady appear on *The Apprentice*, and both have made comments attacking Labour or supporting Conservative policies.

Cutline (in red capitals): uses the terms 'peace deal' and 'axe' to suggest physical violence. The implication is that Lineker is the victim of an attack.

Main image
Lineker is shown smiling, wearing casual clothing and accompanied by his dog. He is being represented as a sympathetic and relatable figure to the audience.

His clothing, the setting, and the presence of the dog will all be familiar to the *Daily Mirror*'s core NRS demographic of C2DE. There is little outward sign of wealth. Lineker is being positioned as 'one of us'.

Secondary images
Both Davie and Sharp are pictured looking serious and wearing suits. This emphasises the gap between them and Lineker, and therefore between them and the *Daily Mirror*'s readership.

Headline and subheads
The *Daily Mirror* uses two headlines – 'Get in!' and 'Get out' – each with its own subhead.

'Get in!' is both a football term of encouragement and a general term of approval for someone's actions. The subhead explains 'Positive talks raise hopes that Lineker will return to TV for weekend sport'. The idea of Lineker returning is presented as a positive outcome.

'Get out' has more negative connotations. The subhead refers to 'Tory Beeb bosses', associating them with the Conservative government and reinforcing the point that their impartiality is in question. That there are 'calls' for these men to be sacked suggests that they have done something wrong – the implication is that they have been part of a plot against Lineker.

Representation
The majority of people represented here are middle-aged white men, differentiated by class. Only Nadiya Hussain is different – a woman, and a second-generation British Bangladeshi, from like Lineker, she is pictured smiling and looking directly into the camera, encouraging the audience to sympathise and maybe identify with her. The point is made that she deleted her comment about Theresa May, and so was not suspended by the BBC. This is contrasted with Alan Sugar, who often makes political comments and rarely deletes them. It suggests the BBC has different standards for different people.

The other three men – Lord Sugar, Tim Davie and Richard Sharp – are pictured wearing suits. This identifies them as upper class (ABC1), and suggests a link between them. The implication is that Sugar is welcome to comment freely on social media because he is 'one of them' – upper class, wealthy and right wing."

MONDAY 13.03.2023 **DAILY MIRROR** 7

PEACE DEAL IN SIGHT   AFTER HOST'S MOTD AXE

RICHARD SHARP
BBC CHAIRMAN

Get in!
» Positive talks raise hopes Lineker will return to TV for weekend sport

Get out
Calls for Tory Beeb bosses to go amid doubts over their impartiality

OTHER STARS VOICING VIEWS

JOIN OUR CAMPAIGN

The Times
Media Language and Representation

The main body of text is cut off mid-sentence the audience is encouraged to read the rest of the article on other pages. This teasing of information could be identified as an **enigma** code, according to the narrative theory proposed by Roland Barthes. The convention of then providing the page number for readers to skip to is known as a **jump**.

NRS Social Grade

A – Upper Middle Class	**C2** – Skilled Working Class
B – Middle Class	**D** – Working Class
C1 – Lower Middle Class	**E** – Non-working

Main headline
The Times' headline 'BBC bosses seek truce to get Lineker back onside', although it uses the colloquial 'bosses' and uses the football phrase 'onside' as a punning reference to Lineker's career, is still quite straightforward and serious, lacking in emotive language or outright jokes. It introduces the main topic of the article fairly simply.

Masthead
The masthead is plain black capitals on a white background, suggesting seriousness and common sense. The connotation is that this is a serious newspaper for serious people

Broadsheet
The masthead includes a dateline, a cover price and a link to the website. The paper is more expensive than a red top, and subscribers are entitled to a discounted price. It also includes an issue number – in the ten thousands, which reinforces its longevity.

Masthead logo (crest)
The Times, instead of having a caption or a logo, has an old-fashioned printed version of the Royal Crest. This style of crest goes back to the early days of the newspaper, as does the motto, 'Dieu et mon droit' (meaning God and my right) – the newspaper was first printed in 1785.

This deliberately old-fashioned masthead reminds the readers that *The Times* is an iconic newspaper which has existed for centuries. It is part of the British establishment, even though it is currently owned by News International.

Puffs / pugs
The stories advertised as appearing inside the magazine are unusual for *The Times* in that they are both 'entertainment' stories – one for a further football story, another a lifestyle piece about podcasting.

This suggests that there is a hope that the Lineker story will attract people who may not normally read *The Times* and who may not be interested in the more 'serious news' that the paper usually covers.

Main story
The Times presents the story in some detail, explaining the effect that Lineker's suspension has had on the BBC's sports programming and including comments from former BBC personnel and also from current and former members of the government.

The language used is not as neutral as it first appears. The word 'fudge' is used in quotation marks as it is a form of

⑪

Main story
The main (or first) story focuses on people who did not walk out at the weekend. These people who are employed by the BBC, or are freelancers like Lineker, are presented as feeling that their professional responsibilities required them to work or as needing the financial security.

The implications are that the BBC is chaotic, has huge differences in pay rates and cannot handle difficult situations. It also implies that those who did walk out are privileged to be able to do so.

Comment
The headline suggests some sympathy for the BBC, but within the first two paragraphs the reader is reminded of scandals which were far more damaging to the BBC. It presents two opposing arguments in an apparently impartial way – although as well as praising Lineker for his brilliance, the article refers to two journalists (Kuenssberg and Robinson) as being impartial, although both are regularly criticised for a right-wing bias.

Main headline
The main headline – across both pages – focuses on Twitter (now X) abuse received by a BBC commentator who was called a 'scab' on Twitter. This implies that not all of Lineker's supporters are behaving well. 'Cry foul' is a football reference but has connotations of a fake complaint.

Main images
The main images are of people who support Lineker – each image captioned with a name and, in most cases, an income. By including how much the BBC pays its presenters, *The Times* is emphasising how the BBC spends money and how much each presenter is risking – but also suggesting that these people can walk out without suffering financial hardship. Although the sums involved may not seem enormous to *The Times*' ABC1 audience, many of the people earning them do not come from the same social background and have achieved fame and wealth through sport. There is a possibility that *The Times*' readership would resent this kind of achievement, or consider that people paid such sums should not walk out, or that those kinds of wages buy compliance with all ...

The Times

BBC staff cry foul after radio

Give bosses some time to work it out

Why letting Lineker go could trigger an exodus of big names

commentator is called 'scab'

Both sides believe they're in the right

Audience figures rise for shorter Match of the Day

Design and layout
Again, there is a greater ratio of text to image than you would find in a tabloid.

There are five different sections of the story – or five different stories focusing on the same event. The central story, which focuses on the other presenters who are supporting Lineker, has a pale blue background, images of each presenter, and a quotation and caption for each image – which includes, in most cases, how much they earn.

The other stories are plain black on white, with a short explanation of the social media guidelines on a beige background. The stories are separated by their headlines. The overall effect is that *The Times* is providing a range of information and opinion, but the coloured backgrounds and headlines prevent the amount of text from being overwhelming.

Institutional stance
As a Conservative-sympathising newspaper, *The Times* might be expected to support the BBC management over Lineker. The BBC, however, is unpopular with Rupert Murdoch and the right-wing press in general because it is a public service broadcaster. The focus, therefore, is on the poor management of the BBC, the large amounts of money it spends, and a need for reform and overhaul.

The Times: © News UK, 2023

ADVERTISEMENT

Context: Gender Roles in Society
In terms of women's roles, the 1950s are known as an era of domesticity and conformity. Having been forced into traditionally male jobs during the Second World War, women were largely encouraged to be domestic housewives and allow men to retain their positions as 'breadwinners'. Despite the social change that occurred as a result of the civil rights movement and the second wave of feminism in the 1960s and 1970s, advertisements (until quite recently) have primarily depicted white, middle-class models that conform to patriarchal ideas.

Commercial advertising describes the promotion of goods or services for a consumer audience, *e.g. McDonald's, Gillette*. **Non-commercial advertising** seeks to provide the audience with public information relating to a certain issue. In most cases, this form of advertising will encourage the audience to take some form of action, e.g.

In order to establish their messages as quickly and concisely as possible, advertisements (more than most media forms) have relied heavily on stereotypes – these become established when conventions and characteristics are assigned to specific groups. These traits are then repeated again and again, regardless of whether they truly reflect the nature of that group. The advertising close study products reflect (to some degree) how the representation of certain stereotyped groups has become more positive and complex over time.

History of Advertising: Print advertising became a booming industry during the 1950s. The conservative government at the time repeated the slogan: 'Set the people free', promising to allow general public more access to arts, entertainment and luxury. A similar technological boom has occurred in the last 15 years or so with the invention of YouTube, Facebook, Smartphones, etc.

Modern advertisements rely far less on gender stereotypes now than they used to. However, the release of a few recent adverts suggests that they still exist...
* In 2015, Protein World was accused of body shaming when it released the tagline: 'Are you beach ready?' paired with a print advert showing a sexualised woman in a bikini
* In 2015, an air conditioning company released a billboard of a sexualised woman with the slogan 'My wife is hot! Better get the air conditioning fixed'
* In 2019, Gillette released an advert encouraging men to be more emotionally sensitive and considerate, particularly in the wake of the #MeToo movement. The ad was heavily criticised and remains one of the most disliked videos on YouTube.

Personification: When human characteristics or personality are applied to a non-human object. This can make advertising more vivid and allow audiences to view a product in a certain way.

'I really am that tasty'

'These are berry, berry tasty'

Wordplay: Experimenting with the multiple meanings or spellings behind words creates humorous effect (often in the form of puns).

'Stupendous strawberries'

Rhetorical question: A question that dramatically implies an answer without stating it, allowing the audience to answer for themselves.

Hyperbole: When language is used to exaggerate statements and make something sound larger or more extreme than it really is.

'Ripe strawberries ripe'

Key Definitions!

Shock tactics – when elements of media language are used to invoke a highly emotional response from an audience, *e.g. adverts tackling domestic abuse may use violent imagery to shock the audience into recognising the seriousness of the issue*

Advertising campaign – the strategy an advertising company will use to promote a particular product, service or message, possibly across multiple media platforms, *e.g. This Girl Can used a range of print and video advertisements to encourage women to participate in sport*

Public service announcement – the promotion of a message through the media on the basis of public interest or to raise social awareness, *e.g. anti-smoking adverts*

Targeting – the ways in which media producers select and mediate their content in order to appeal to a particular audience demographic, *e.g. adverts for toy lightsabres have traditionally targeted an audience of young boys*

Alliteration: When the same consonant sound is repeated at least twice in a phrase or sentence in order to emphasise style or a

'What are you waiting for?'

'The finest strawberries in the South'

Intertextuality: When a media text references another text in order to shape meaning and affect audience interpretation, e.g. 'Ripe strawberries ripe' references the musical, *Oliver!*

CSP 1 – OMO Advert

Anchorage: The brightness of the image (made up of primary, pastel colours) anchors the text's references to bright, white laundry

Framing: The model is framed centrally – she takes up the majority of the frame, establishing herself as the audience's main point of identification

Non-verbal Codes: The woman's rolled-up sleeves connote a determination to work hard and achieve the reward of bright, white laundry. The woman's wide eyes and pursed lips connote a sense of fun and mischief – the aim appears to be for audiences to relate to the model.

Advertising Copy: The advert is primarily image-based. The paragraph in the bottom third of the page does not offer details or instructions as to how the product should be used. It simply rephrases the same enthusiastic message again and again.

Mode of Address: Model smiles directly

WHITENESS ALONE WON'T DO!

OMO makes whites Bright!

INSPECTION COPY

"This'll shake you, Mother!"
Fancy saying all washing powders were the same! You can't say that any more—not after you've seen Omo-brightness. Whites boiled with Omo are more than clean and white. They're bright. Actually bright!"
Yes, she's right about Omo. This wonderful new detergent really does add brightness to whiteness.

This exciting new Omo-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Omo does this—and much more. Omo-boiled whites are clean, white and bright as well! Yes, brilliantly bright!
Today millions of women insist on this extra Omo-brightness, every washday. One packet—and you'll be an Omo fan, too!

BOIL with OMO
adds BRIGHTNESS to WHITENESS

OMO adds Brightness to whiteness

KEY REPRESENTATIONS

The woman looks directly into the frame, pursing her lips in a rehearsed manner. This arguably affirms the idea that the woman's main role in the media was to be 'watched' rather than 'watching' – in this respect, the advert can be analysed in relation to Laura Mulvey's theory of the male gaze

The woman's central motivation is la... ...tablishes the stereotype of the 'stay-at-home' mother ...o performs chores in service of her family while her husband works ...ing in the money

The model used appears to be white, middle-age... ...middle class – there was a serious lack of diversity in print adver... ...oughout the 1950s, particularly in terms of racial diver...

The only type of woman represented in the advert ...the mother' stereotype – this is despite the fact that many women in ...e 1950s were beginning to pursue career opportunities that ...en't previously afforded to them

What might persuade us to buy a pro...?

1955

Print Adverts, Radio Adverts, Word-of-mouth, Print Billboards, News Ads, Door-to-door sellers

2019

Print Adverts, Radio Adverts, Word-of-mouth, Internet Reviews, Video Adverts, Websites, Social Media Posts, Apps, Digital Billboards and more...

ADVERTISE MENT

Hero: The model as she is motivated by the temporary loss of white, bright laundry

Villain: The dirty laundry, preventing the hero from achieving her goal

Propp's Character Types

Princess/Reward: The white, bright laundry. This is what the hero has been in search of.

Helper: The OMO detergent. This will help the hero on her journey.

The OMO advert fails to source any of its quotes. It is unlikely that this technique would work with a modern audience. We are far too accustomed to marketing techniques and will take extra steps to make sure we

CSP- GALAXY AND REPRESENT

Analysis of Galaxy

Cultural Codes: We can tell from the idyllic setting, the casting and the mannerisms of the characters that the advert takes place in Italy. Audiences with a good knowledge of cinema might make a connection between the advert and *Roman Holiday* (Hepburn's first major Hollywood film).

Slogan: 'Why have cotton when you can have silk?' – takes the form of a rhetorical question – it heavily implies that Galaxy would be Hepburn's choice of chocolate were she still alive

Insert Shot: The flow of the narrative is occasionally broken up by a close-up of the Galaxy chocolate bar – this reminds us that we are still watching an advert

Intertextuality: The narrative structure of the advert resembles that of a standard romantic comedy film – particularly the ending of driving off into the sunset

Galaxy – Context
- Audrey Hepburn was a Hollywood film star who appeared in films such as *My Fair Lady*

Hepburn is dressed in a white frilly dress with a silk neckerchief – this [connotes] a stylish and carefree, yet undeniably traditional image of femininity

Hepburn is completely silent throughout the video – certain audiences might interpret this as her character lacking agency

Hepburn's short hair and thick eyebrows are thought to encapsulate a beauty that was more popular among women and less pressuring than the sexualised representations of women they were used to seeing
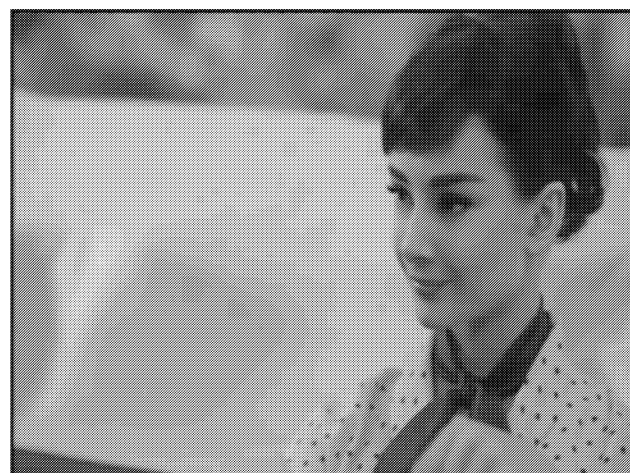
Audrey Hepburn Galaxy Ad: © Mars, Incorporated, 2013

Hepburn's rebellious actions (*stealing a hat, essentially hijacking a car*) are dismissed as cheeky and charming. Perhaps her behaviour is perceived in this way because she is shown to be attractive in the eyes of the male characters.

Hepburn's mannerisms are elegant and tranquil – qualities traditionally considered feminine

Advert enforces the stereotype that there is a universal love for chocolate among women. Many chocolate advertisements identify young women as their key target audience due to evidence that chocolate increases serotonin in the brain during the week leading up to menstruation.

In the Galaxy advert, Audrey Hepburn is digitally recreated using CGI (computer-generated imagery). This was achieved by Framestore, the company that produced the effects for the Academy Award winning film *Gravity* (2013).

Represent is significant due to the many positive representations it constructs of the BAME community

The mainstream media has a long history of either constructing damaging representations of ethnic minorities or neglecting to represent them altogether. Throughout the first half of the twenty-first century, the majority of advertisements featuring African Americans depicted them as having 'minstrel qualities' such as thick lips and bulging eyes. Several major events have had a positive effect on the representation of BAME communities in the media:
- **1955:** Rosa Parks was arrested for refusing to give her seat up on a bus for a white man. This led to huge developments in the civil rights movement.
- **1963:** Civil rights activist Martin Luther King Jnr delivered his famous 'I have a dream' speech which has become forever associated with the fight for equal rights
- **2013:** The sociopolitical movement known as Black Lives Matter was founded following a series of unprovoked shootings of African Americans by the police

Leshurr's physicality and mannerisms do not conform to gender stereotypes. She moves in accordance with the song's lyrics,

Lady Leshurr's costume is not stereotypically 'feminine'. She wears street gear and trainers, enabling a more flexible and

Analysis of Represent

Direct Audience Address: Lady Leshurr raps directly into the frame and uses words such as 'you' and 'we' to engage with the audience as much as possible

Paralanguage: Throughout the advert, Lady Leshurr increases the speed of her rapping and the intensity of her tone in order to drive home the central message

Facts and Figures: The only statistic '**only 3% of blood donors are Black or Asian**' emerges once the soundtrack has changed dramatically; the text appears in large, bold writing, signifying its importance

Imperatives: 'Represent' reads as a command, a call to arms for the audience to give blood. Furthermore, 'Give blood' and 'Save a life' are phrases which demand change. Audiences are

Online, Social, Participatory Media and Video Games

Online media – How can we participate?

Subscription Links: This provides audiences with the opportunity to gain regular (sometimes exclusive) access to specific online content. Audiences who do this are shaping the ways in which they consume online media.

Comment Threads: A vast majority of the content posted online enables people to share their opinions and feed back on comment sections. This is particularly popular on social media sites such as Facebook and Twitter.

Sharing Content: The impact and meaning of online media is often shaped through the ways in which it can be promoted by the audience, giving them a huge degree of influence. Facebook posts can be shared, Tweets can be retweeted, videos can be posted, etc.

Uploading: Due to the accessibility of digital technology, anyone is now able to build a website or start a YouTube channel. There is less of a barrier between producers and audiences.

Websites – Three Key Terms

House Style: Allows website producers to maintain a unique style of layout and presentation – encompasses elements such as colour, font, stylisation and text dimensions

White Space: A term used for the empty space between text and images on a website

'Above the Fold': Content the audience can immediately see without having to scroll down

Codes and conventions we find on websites

- Menu Bar
- Thumbnail Images
- Story/Introduction
- Videos
- Content Section
- Main Image
- Homepage
- Social Media Icons
- HTML Links

Terms that really need to be known!

Hypertextuality: A form of online intertextuality when a site evokes, or directly links a site with, similar content

Immersive: A media product which allows audiences to interact to the extent that they feel a part of the world the product creates

Participatory Media: Digital media which enables audiences to interact with, contribute to or help distribute a product *(e.g. Twitter, podcasts, video blogs)*

Representation of women in video games

Recent studies have shown that women are just as likely to play video games, even those that are designed to appeal to stereotypically 'masculine' interests. However, video games are still widely considered to be a medium for teenage boys. This consensus has led to a great deal of negative female stereotypes. For example, women as…

- Damsels in distress, *e.g. Princess Peach from Super Mario; Ashley Graham from Resident Evil*
- Sexualised action heroes, *e.g. Lara Croft in Tomb Raider; Ivy and Sophitia from Soulcalibur*
- Victims of male violence, *e.g. prostitutes in Grand Theft Auto and Red Dead Redemption*

Video Game Genre	Definition	Notable examples
Platform Games	*Player must navigate various ledges, drops and obstacles to reach goal*	*Donkey Kong, Dustforce, Super Mario Bros.*
Racing Games	*Player must compete against opponent(s) or time in transport or on foot*	*F1 2018, Need for Speed, Go Kart Go Ultra!*
Stealth Games	*Player must navigate landscape and achieve goal without being noticed*	*Assassin's Creed, Hitman: Absolution, Aragami*
Rhythm Games	*Challenges the player's sense of rhythm, e.g. reflexes, hand-eye coordination*	*Rock Band, DJ Hero, Beat Saber*
Survival Games	*Player is challenged to survive in a hostile environment by developing resources and building/managing a base*	*Frostpunk, Slender Man, DayZ, Fortnite*
Puzzle Games	*Tests the player's ability to problem solve – can be visual or intellectual*	*Tetris, Candy Crush Saga, Humanity, **Lara Croft Go***
Shooter Games	*Player must use a range of weapons to fire at an opponent / opponents*	*Call of Duty, Grand Theft Auto, Paintball Wars*
Construction Games	*Player builds, grows and develops a fictional landscape or community*	*Planet Coaster, Minecraft, SimCity*

Tzvetan Todorov was a Bulgarian-French philosopher who proposed that there was a repeated structure for all linear narratives. He discovered this while researching classic folk stories and fairy tales. This structure can be particularly applied to mainstream cinema:

- **Equilibrium –** A state of balance in the story. There is no conflict.
- **Disruption –** The point at which this balance is disturbed by an action or event
- **Recognition –** The point at which the

The two close study products concerning 'Online, social, participatory media and video games' are interesting to compare in terms of gender representation. When analysing gender, ensure that you understand the distinction between the following theories:

- **Essentialism:** The idea that there are unavoidable differences between men and women that have a basis in biology. This is a controversial concept as it has been used as an excuse to exclude one gender from certain fields, *e.g. Women are rarely encouraged to pursue maths, physics or engineering.*
- **Social construction:** The idea that, while there

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Marcus Rashford
Media Language and Representation

Context you need to know...

Mother: Melanie Maynard (Rashford's campaign to provide free meals for vulnerable children demonstrates the influence of his mother in his life)
Brothers: Dwaine Maynard and Dane Rashford (D N May Sports Management represents Marcus Rashford)
Debut Novel: *You Are a Champion: How to Be the Best You Can Be*
Social Media: Rashford uses social media to successfully raise his profile as a sportsperson. He also uses social media to promote his campaigns regarding food poverty, homelessness and books for children.

Repeated traits of Marcus's social media pages

- Social justice campaigning
- Selfies with friends, family and business partners
- Uses links to promote his image
- Tagging other footballers and celebrities
- Humorous memes and GIFs
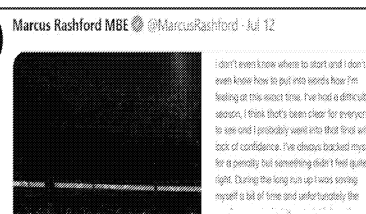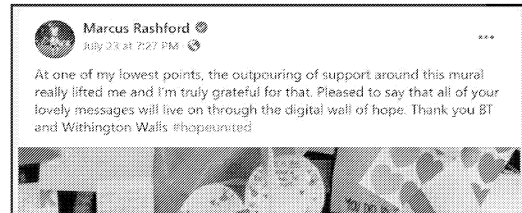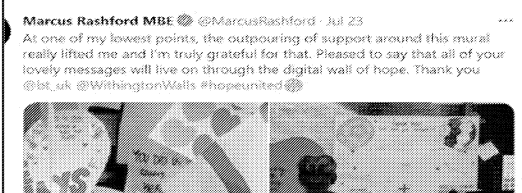- Predominantly cobalt (blue) and orange colour scheme
- Pages are themed in accordance with season of the year
- Photos of social issues

Marcus Rashford MBE @MarcusRashford · Jul 23
At one of my lowest points, the outpouring of support around this mural really lifted me and I'm truly grateful for that. Pleased to say that all of your lovely messages will live on through the digital wall of hope. Thank you @bt_uk @WithingtonWalls #hopeunited

Working links The website makes it as easy as possible for fans to access his videos, his campaigns and the front lines of his collaborators.

Synchronised content across platforms so the audience receives consistent messaging. Same verbal and visual language.

Use of **phone notes** feels more personal and much more intimate than other forms of communication. It implies that the statement is something that Marcus has written, not something his publicist or someone else wrote. This is a common celebrity convention.

Marcus Rashford ✔
July 23 at 7:27 PM ·
At one of my lowest points, the outpouring of support around this mural really lifted me and I'm truly grateful for that. Pleased to say that all of your lovely messages will live on through the digital wall of hope. Thank you BT and Withington Walls #hopeunited

MARCUS RASHFORD
ABOUT
BOOK CLUB
CAREER
PARTNERS
CONTACT

Marcus Rashford MBE @MarcusRashford · Jul 12
I don't even know where to start and I don't even know how to put into words how I'm feeling at this exact time. I've had a difficult season, I think that's been clear for everyone to see and I probably went into that final with a lack of confidence. I've always backed myself for a penalty but something didn't feel quite right. During the long run up I was saving myself a bit of time and unfortunately the

Brand Identity	The logo is consistently there to reinforce the Marcus Rashford brand. It is in the bio of every social media account.
Navigation Bar	The navigation bar is **simple** and uses the **hypertext** for an **easier navigation** to the page. The audience can click on the image on the initial page and find more information about Marcus's life and collaborations. This has been designed so that it is immediately **recognisable** and also **consistent** across desktop and mobile devices. This **ultra-minimalistic navigation system** is increasingly popular and removes difficulty in usability, especially on smaller devices.
Images	Interactive initial page of a range of **images of Marcus** showing the smart 'business' Marcus, the more-relaxed Marcus, videos of Marcus. Images are used

- Rashford's social media has attracted a huge number of followers over the years. He is considered an **aspirational figure** especially after he fought the government's plan to stop free school meals during the summer holidays.
- Rashford is using his social media to speak openly about his own struggles with **poverty** when he was a child, as well as campaigns such as **Black Lives Matter**, **Free School Meals**, **FareShare UK**, Marcus Rashford **Book Club**, **In the box** and **End Food Poverty**.
- Rashford has directed most of his efforts on social media towards good causes and campaigns, rather than the promotion of commercial products or personal gain.

Additional codes and conventions

Sound: In a Marcus Rashford YouTube video, **diegetic sound** might include sounds of the football match, the crowd cheering and Marcus Rashford's commentary. These sounds help viewer to feel like they are watching the football match live and experiencing the excitement of the game.

Sound: Non-diegetic sound might include background music, sound effects and voice-over. Background music can be used to create a sense of suspense, excitement or calmness in a particular scene. Sound effects such as slow-motion sounds or goal-scorer celebrations can help to amplify the emotions viewers feel when watching the video. Voice-over, on the other hand, can be used to add commentary, give the viewer context or convey important information.

Medium Shots: These are to show off the celebrity's emotions as well as his body language. In the initial shot of the website, Marcus is wearing a suit, suggesting that he is not only an athlete but an activist that wants to be taken seriously and make a change. Marcus's expressions can still be viewed in detail but the effect is less

Rashford has received criticism, as well as racist abuse, for his performances as a footballer as well as for speaking against the government:
- In October 2021, Rashford stayed off social media as he was 'embarrassed' by the Liverpool defeat.
- Rashford is one of several Premier League footballers to be targeted with online racist abuse.
- **On the other hand...** Marcus Rashford has also emphasised the positive role social media has had in his mission to feed vulnerable families during the coronavirus pandemic, and he believes that some of the criticism he gets on the platforms is a price worth paying to further his campaigns.

Representation of celebrity
- When Marcus Rashford was asked to be the **face of Burberry in 2020**, he demanded that the brand contribute financially to, and work actively with, several organisations that support young people in the UK and the US in various ways. This arguably adds **to Rashford's authenticity as a 'celebrity campaigner'**.
- **Marcus Rashford's website** is effectively used to reinforce representations of him as a **'rags-to-riches' hero**, which helps to develop the relationship between him and an audience because much research - including social psychology - has shown that the classic rags-to-riches story, the theme of struggle and redemption, is **widely appealing**.
- Marcus Rashford was already famous for his skills as a top-level footballer; he instead used his social media presence to effect change for the wider good, which earned him a **knighthood** from Queen Elizabeth II but also criticism from some areas of the government.
- **Roc Nation** saw in Marcus someone who mirrors their social justice agenda, particularly related to **BAME issues**. The movement found a standard bearer in Manchester United's Marcus Rashford, who became one of Roc Nation's European clients earlier this year. An icon of the 2018 World Cup, and a courageous high-pressure penalty taker, Rashford grew up in a single-parent family in Wythenshawe.

Self-representation: Most online celebrities are completely in control of the content they **select**, **construct** and **mediate**. A lot of their success will depend on their ability to construct a compelling online **brand identity**. This can then be reinforced through multiple online outlets. *Example: Marcus Rashford has various possible readings as a campaigner, political activist, family-orientated young man, successful footballer, BAME activist, role model and global influencer.*

Kim Kardashian
Media Language and Representation
'Famous for being famous'

Who is Kim Kardashian?

Kim Kardashian is an American media personality, socialite, influencer, reality TV star, businesswoman and actress, with an estimated net worth (as of 2024) of about [...] million. She has a significant online presence, with millions of followers on Instagram, TikTok, Facebook and X (formerly Twitter). Her current businesses include skincare and foundation garment (shaping underwear) companies. [...] released a range of products tied to her name, including books, a video game and fragrances, and has [...] endorsement deals.

She first appeared on socialite Paris Hilton's reality TV sh[...] (she was Hilton's stylist). She gained public attention when a sex tape of her and then boyfriend Ray J was publi[...] by Vivid Entertainment. She sued Vivid, ultimately settling for a substantial sum, giving Vivid the rights to ma[...] and sell the tape. Shortly afterwards, the E! channel began broadcasting the reality TV show *Keeping Up with the [...]ashians* which followed Kim and her family. The show was a huge success, running from 2007 to 2021, generat[...] several spin-offs.

Kardashian's marriage to Kanye West received significant media co[...]age.

Recently, she has become more politically active, lobbying for pris[...] reform and clemency, and studying for a law apprenticeship. This is a significant development for Kardashian, who[...] and has been determinedly apolitical until now, and whose brand has emphasised fashion and family over [...]ation or professional careers.

Online presence (as of June 2024):
- TikTok: 9.7 million followers
- Instagram: 362 million followers
- X (formerly Twitter): 75.2 million followers
- Facebook: 35 million followers
- Kim Kardashian: Hollywood – an online FTP game

Website

Useful terms:

Socialite: a famous perso[...] seen at high-visibility public events (charity galas, premieres, sporting events) but has no apparent job or expertise. Usually from a wealthy family.

Social influencer: someone who has a strong social media presence and endorses brands, products or services to their followers.

Social media content
Kim Kardashian usually posts on social media once per day. Her

MEDIA LANGUAGE

- Kim Kardashian's social media feeds are coordinated to reach a wide audience and to maintain the **consistency** of her brand. Photographs and videos of Kardashian herself are the main content, with photos and videos featuring her family, her children, her friends and her business interests interspersed. Although the photographs range from professional shots to apparent selfies, they tend to **conform to a similar style** and use a **similar colour palette**. **Photoshop or other professional editing software** is used to create glamorous images. Kim has often been criticised for overusing Photoshop to emphasise facial features or body shape.
- The main colours used in a Kardashian photo are **neutral, na[...]kin' or 'flesh' tones**. Blacks, whites and warm greys are used as accents. There are few instances of **bright colour** (such as primaries), and these [...] ociated with her **children or with holiday photos** – the blue of the sea, for example. Kim Kardashian is usually **framed centrally**, whether alon[...] other adult – only when she is with her children is she occasionally a secondary figure.
- Kim is usually shown in **expensive clothing**, often tight-fitting and/or revealing, and partial nudity is fairly frequent. Some photographs focus on her body rather than her face. The photographs are all carefully posed to [...]asise Kim's figure, and often feature her own clothing and cosmetic lines or brands she has endorsed. The lighting in most of the photographs ensures a [...] defined look. Images can be **sexualised** but not overtly pornographic. To balance the semi-nudity, Kim includes photographs of her friends, family and [...]. She is rarely pictured with a man.
- Most posts consist of a picture with a **very short caption**, sometime[...] little as one word. Posts which are **direct advertisements** for products such as Skims contain more detail.
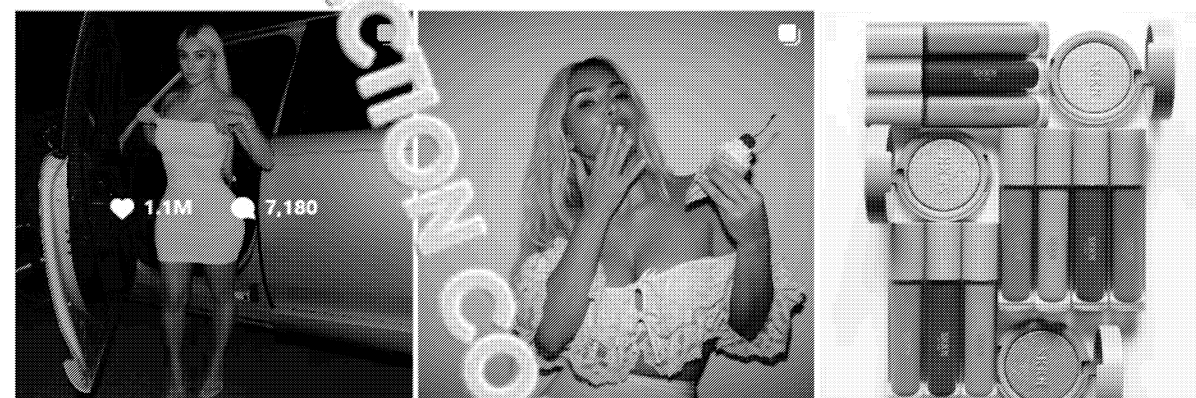
Repeated traits of Kim's social media pages

- Neutral tones
- Promotional content
- Short captions
- Photos with female friends, family and business partners

Self-representation: Most online celebrities are completely in control of the content they **select**, **construct** and **mediate**. A lot of their success will depend on their ability to construct a compelling online **brand identity**. This can then be reinforced through multiple online outlets.
Example: Kim Kardashian has various possible readings as a family-orientated woman, businesswoman, successful reality TV star, model, global influencer and more recently as a campaigner.

MEDIA [...]RESENTATIONS
Representations of celebrity

- The version of reality that Kim Kardashian presents is that of a **desirable, highly luxurious lifestyle** based on wealth and fame. She posts images of herself enjoying expensive holidays and living in beautiful homes.
- Part of the appeal of this social media content is that it offers a **different lifestyle** to that of most people and acts as a form of **escapism**.
- This lifestyle is offered to players of the online 'Hollywood' game – as they emulate Kardashian's activities, they are rewarded with success in the game.

Lara Croft Go and Kim Kardashian: Hollywood
Media Language and Representation

Lara Croft Go – Codes and Conventions

Location: A series of tombs, temples and jungles — — are dark, dangerous and fantastical

Background: Richly textured and three-dimensional — like Kim Kardashian: Hollywood, the protagonist is enveloped into the background, making the world more immersive. Developers endeavoured to create an 'elegant board game aesthetic'

Colour Scheme: Varies from level to level as locations change — generally greens, browns and dark blues, invoking a sense of the 'wilderness'

Soundtrack: An epic sweeping soundtrack, similar to those found in action/adventure films – there is also a sense of tranquillity that complements the character's ability to move and explore the world freely

Actions: In order to progress, the player must travel through the treacherous landscapes jumping ledges, climbing cliff faces, pulling levers, solving puzzles and fighting monstrous creatures

Antagonists: Mostly animals of threatening size, e.g. snakes, spiders – they are monstrous in design and their sole motivation is to kill the hero. They are fairly typical villains for an action/adventure story.

Rewards: The player can collect rare and exotic treasures – attainment of these can enable the player to unlock weapons and costumes to improve the experience of playing

Function: The player swipes their screen in the direction they want Lara Croft to move in. Each swipe takes Croft to a series of connected nodes on the game map. As opponents and puzzles are introduced, the player taps the screen to have Croft take action.

Croft is a thrill seeker, constantly in pursuit of adventure – throughout history, society has discouraged women from engaging in dangerous and adventurous occupations. Croft's defiance of this makes her a

Costume: Some argue that Lara Croft is sexualised by her outfit (tight-fitting, minimal clothing). Others would contend that the costume has been designed based on practicality and that there are opportunities to change the character's costume

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Context you need to know…

Date of Release: 27/08/2015
Developer: Square Enix
Genre: Puzzle, Turn-based, Adventure
Platforms: Android, iOS, Linux, macOS, Microsoft Windows, PlayStation 4, PlayStation Vita, Windows Vita

Lara Croft Go – Three-act Narrative Structure

1. Lara Croft ventures into a series of temples to make archaeological discoveries
2. Croft is confronted by monsters and treacherous environments
3. Croft escapes the temples safely having picked up a series of rare artefacts

Franchise: A series of media products that collectively cover a single narrative or character, *e.g. as of 2018, there have been 18 games in the Tomb Raider series, making Lara Croft a widely recognised video game icon*

Personalised Avatar: When the aesthetic of a video game protagonist is designed by the player, *e.g. KKH*

Capitalism: A socio-economic system built on the principle that trade and industry should be under private ownership, that competition should be encouraged and that individuals should be driven by profit and productivity

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Context you need to know…

Date of Release: 27/06/2014
Developer: Glu Mobile
Genre: Role-playing game; Freemium
Platforms: Android, iOS, Facebook, macOS

Costumes that appear in the — were all pre-approved by Kim Kardashian — throughout development

Kardashian is represented as friendly and supportive to the protagonist. This is reflected through her positive dialogue, *e.g. 'I LOVE what you've done with the place!'.*

Kardashian is key to the protagonist's narrative progression. She consistently offers opportunities to increase social status, fulfilling the role of the **helper** according to Vladimir Propp's character theory.

The game endeavours to form an authentic depiction of Kardashian's life. Representations of her friends, families and pets all appear in the game as well as her favourite Hollywood 'hot spots' and clothing stores.

Why might Kim Kardashian: Hollywood be controversial in terms of the representations it constructs?

Underrepresentation: The characters are all 'conventionally' attractive – they are all slim, stylishly dressed and heavily made up. Most characters are aged between 18 and 30 and there is little variety in terms of appearance

Level 22   20   325,530

Kim Kardashian
I LOVE what you've done with the place!

Your Home

Kim Kardashian: Hollywood © Glu Mobile, 2014

Kim Kardashian: Hollywood – Codes and Conventions

Location: Central Hollywood, a consumerist city brimming with high-end fashion shows, luxury mansions and glamorous parties

Background: Changes depending on location – consistently two-dimensional, uncluttered and colourful

Colour Scheme: Mainly bright pastel colours with flashes of gold and white, connoting a sense of luxury

Soundtrack: Upbeat and contemporary sounding – electronic sound invites connotations of glitz, glamour, clubbing and partying

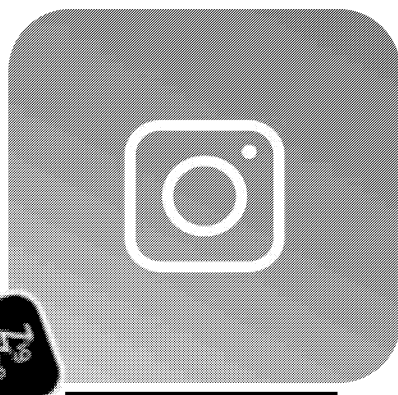**Media Conglomerate:** A large media company that owns a number of smaller media companies

Vertical Integration: The act of a media company owning most of the chain (if not the entire chain) of production for a media text

Horizontal Integration: When a media company which is already established in creating a particular form of media text will acquire another company operating within the same form. This may also be referred to as **diversification.**

Synergy: Different parts of a media conglomerate combining to promote two separate products

Cross-platform marketing: Involves campaigns that span across different media platforms
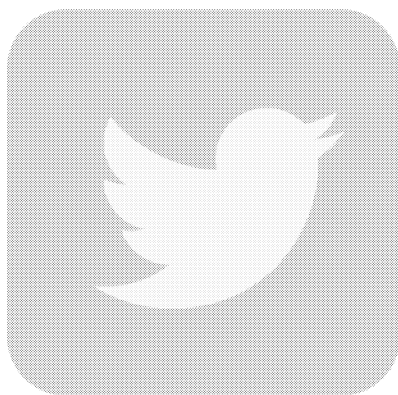
Viral Marketing: Exclusive to the internet (particularly social media), the success of which is dependent on the success of and awareness raised from collective sharing and discussion of the

Instagram
Founded: 2010

Facebook
Founded: 2004

Twitter
Founded: 2006

The distribution and circulation of modern media products has been significantly affected by the development of online technology. Most media companies will maintain active social media pages allowing them to target a wide range of audiences. *For example, distribution companies will generate hype for a new film by releasing posters and trailers through various social media accounts. They then rely on audiences to share this marketing material amongst one another, building the audience through word-of-mouth*

MEDIA INDUSTRIES
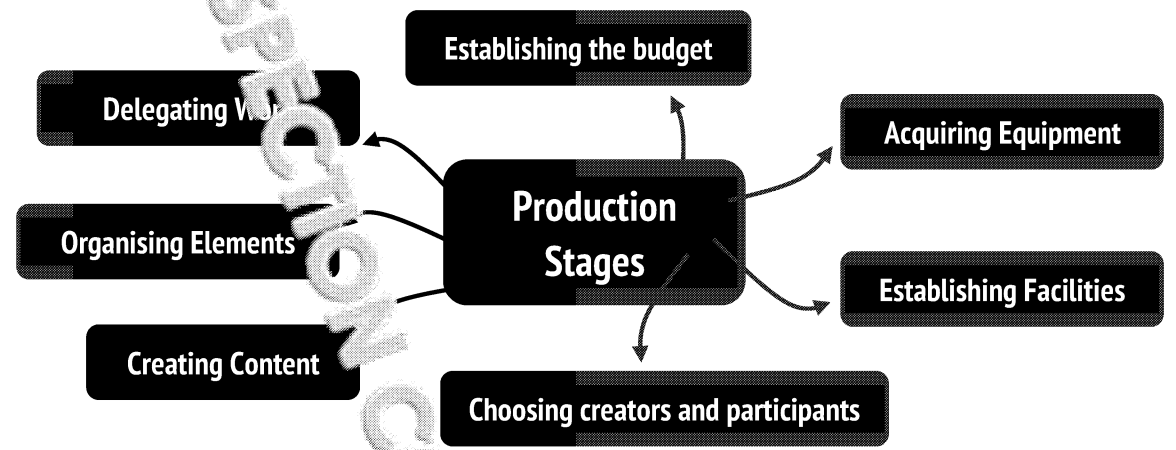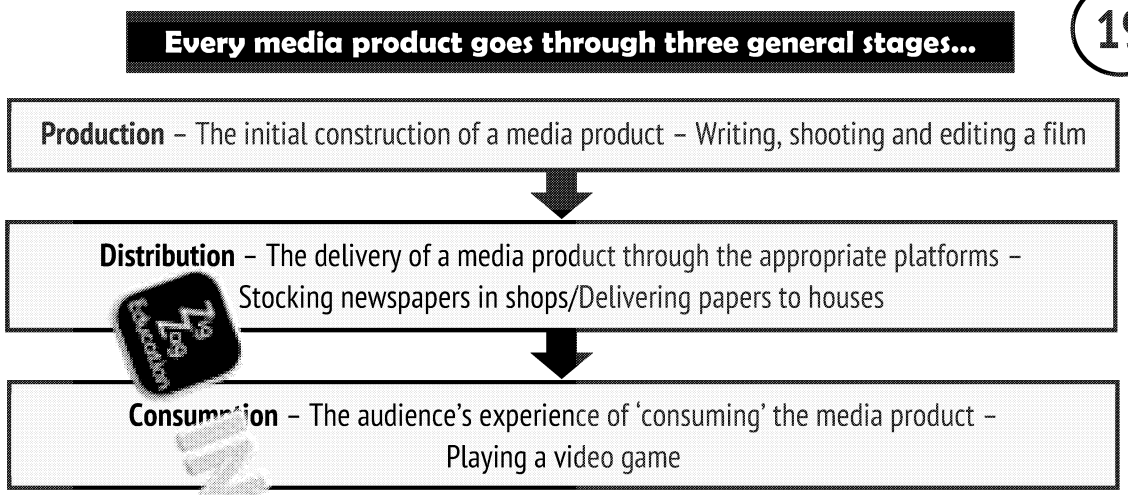
How are different media products distributed?

Media Form	Methods of Distribution
Magazines	Online Editions, Delivery through subscription, Shops stocking physical copies,

Regulation

Every media product goes through three general stages...

Production – The initial construction of a media product – Writing, shooting and editing a film

Distribution – The delivery of a media product through the appropriate platforms – Stocking newspapers in shops/Delivering papers to houses

Consumption – The audience's experience of 'consuming' the media product – Playing a video game

Establishing the budget

Delegating Work

Organising Elements

Production Stages

Acquiring Equipment

Establishing Facilities

Creating Content

Choosing creators and participants

Many media products are produced by subsidiaries of large organisations. These products will usually have a high amount of financial backing, access to the best resources and talent and will therefore tend to have high production values (the technical quality of a media product). However, there is more pressure for these media products to appeal to a mass audience otherwise these large organisations risk losing huge amounts of money. Notable examples: *News Corporation, Reach PLC, Disney, Condé Nast*

(20) MEDIA AUDIENCES

Active audience: An audience that actively selects the types of media product they consume. They are also able to actively engage and interpret messages within a media text, applying different readings to different messages
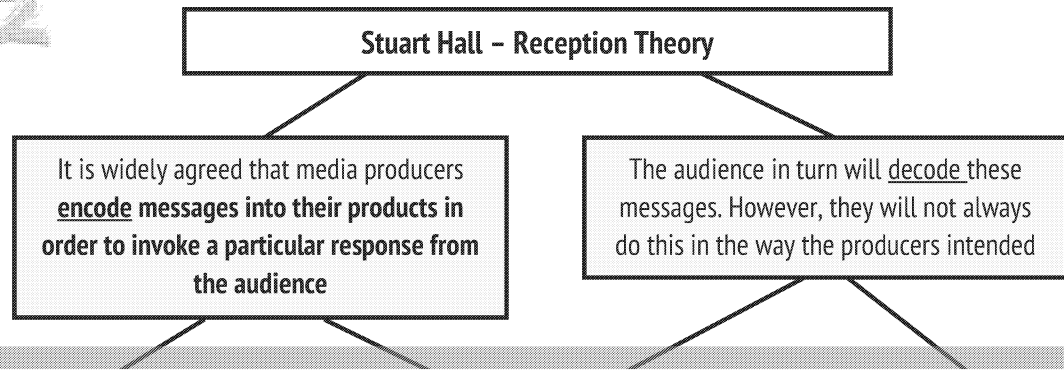
Passive consumer: An audience that consumes various types of media without actively engaging with the content's messages. They are also happy to accept the meaning of a media product on the most basic and superficial level

Mass audience: A large audience with mixed interests that collectively consume the same media product that appeals to the general interests of the masses. It is often mainstream media that appeals to mass audiences
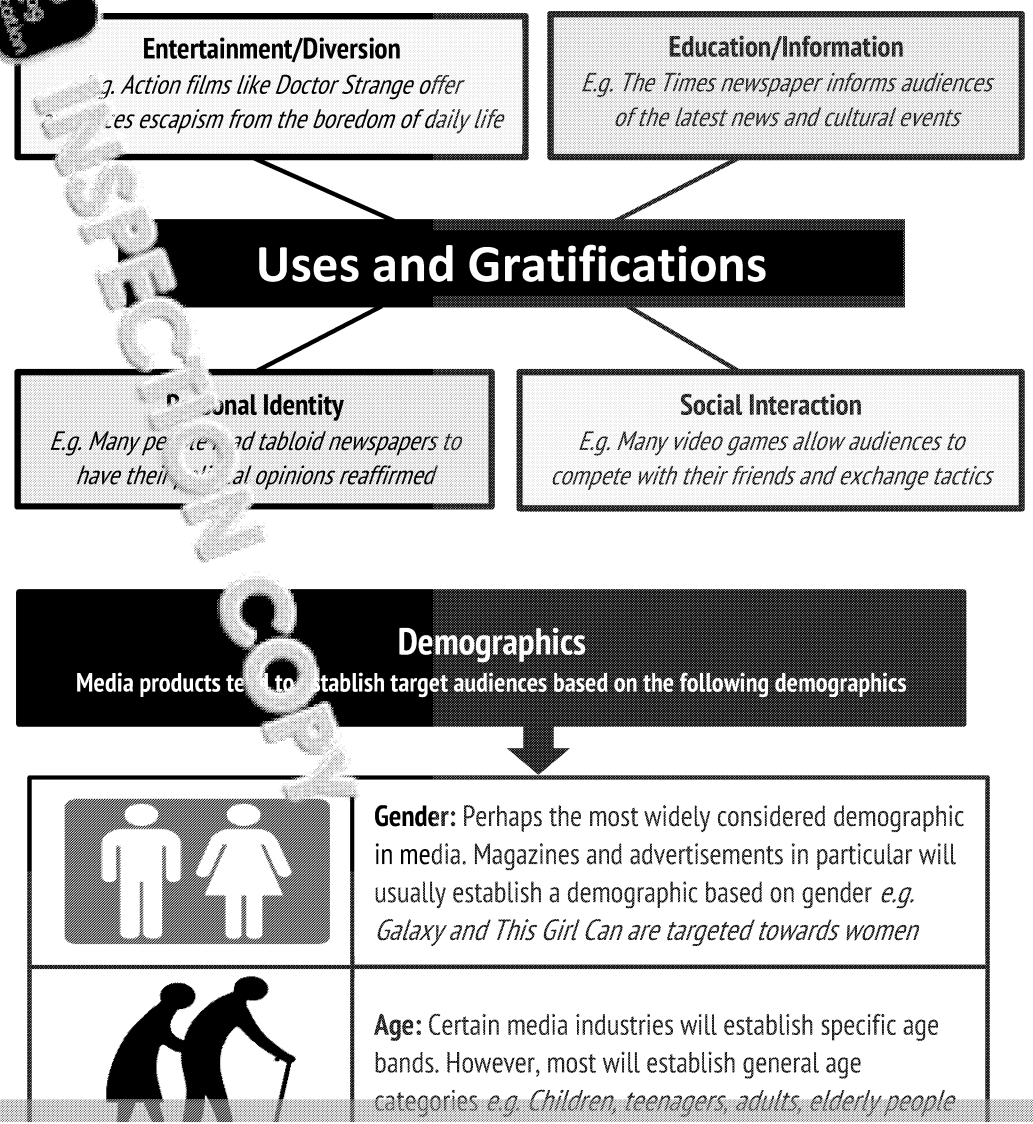
Niche audience: A small audience with specialised and particular interests. Producers often create much smaller-scale products for these audiences as the financial return is not often very high

A **demographic** is a group of people distinguished by their identity or socio-economic status: Gender,

The Effects Debate: For a long time, it was widely accepted that a large section of the general public were passive consumers, taking the messages encoded into media products at face value. This in turn sparked a debate as to whether the media could shape people's attitudes and behaviours for the worst. A key example of the **effects debate** taking place in British history was the outrage surrounding the video nasties: a list of regulated horror films which began to circulate through video shops throughout the 1980s. Politicians and popular press expressed their moral outrage and began a fierce campaign to have these videos banned. They argued that the general public (particularly young people) could be encouraged to commit violent behaviour if they were exposed to these films. In hindsight this campaign is generally considered to be an extreme overreaction and a patronising way of viewing media audiences

Stuart Hall – Reception Theory

It is widely agreed that media producers **encode** messages into their products in order to invoke a particular response from the audience	The audience in turn will <u>decode</u> these messages. However, they will not always do this in the way the producers intended

The **uses and gratifications** model was originally proposed by **Jay Blumler** and **Elihu Katz** in 1974. These theorists developed the model based on the idea that media audiences are not **passive.** On the contrary, audiences have the ability to **select** what media they consume based on their own needs and desires. To a large degree, this theory empowers audiences by suggesting that media producers acknowledge the requirements of an audience and fulfil these requirements in order to prevent their products from being left without an audience.

Uses and Gratifications

Entertainment/Diversion	Education/Information
E.g. Action films like Doctor Strange offer audiences escapism from the boredom of daily life	E.g. The Times newspaper informs audiences of the latest news and cultural events
Personal Identity	**Social Interaction**
E.g. Many people read tabloid newspapers to have their political opinions reaffirmed	E.g. Many video games allow audiences to compete with their friends and exchange tactics

Demographics
Media products tend to establish target audiences based on the following demographics

Gender: Perhaps the most widely considered demographic in media. Magazines and advertisements in particular will usually establish a demographic based on gender *e.g. Galaxy and This Girl Can are targeted towards women*

Age: Certain media industries will establish specific age bands. However, most will establish general age categories *e.g. Children, teenagers, adults, elderly people*

Traditional ways in which newspaper readers could become active audiences

Writing letters to editors; holding a protest; calling the paper's offices and logging a complaint; taking legal action; boycotting the paper.

Contemporary ways in which newspaper readers can become active audiences

Sending direct emails; joining online message boards; consuming the paper on social media; promoting protests online (*e.g. through Facebook, Twitter*)

Greater public exposure to issues relating to the ethics of journalism, particularly through cases such as the Leveson Inquiry

An increasing access to news from different types of media platform (*e.g. unedited long form podcasts*). Audiences have to be more selective about the form of news they choose to consume.

How newspaper audiences have become more active over time

The rise of the Internet and digital media platforms has made audiences increasingly aware of tabloids and their habits of not reporting fully accurate information (*e.g. Apologies for printing false information are made public*)

Multiple news platforms are increasingly contradicting each other, forcing people to interpret information that claims to be factual

Stuart Hall Audience Theory

The vast majority of newspapers in the UK have experienced a steady decline in profits throughout the past several years. This is mostly down to the increasing availability of news on alternative platforms such as online search engines, in phone apps and on social media. For instance, look at the **readership*** figures for the *Daily Mirror* when broken down into its separate platforms (10/19):

Print: 1,032,000
Mobile: 4,092,000
Digital: 4,300,000

These figures suggest that print media is becoming less and less significant.

*Remember, circulation refers to the number of people who pay to consume a newspaper. Readership refers to the total number of people who end up reading the newspaper.

Digitisation – Change in Newspaper Circulation

- **Television as a major source of news**: since the 1950s, the audience has had access to an alternative source of news; the audiovisual era.
- **The Internet as a major source of news**: since the 1990s, the Internet has particularly impacted advertising revenue for newspapers as we use the Internet (often free) for services when previously we would have looked at other companies.
- **People accessing news freely through social media and other online outlets**: newspapers cannot compete with the speed and cost-free nature of social media, e.g. social media has no printing costs, printing factories, distribution costs or journalist wages.
- **Narrowcasting**: (opposite to broadcasting, this is the spreading of news to smaller audiences rather than the broader public at large, e.g. via WhatsApp) has splintered audiences into smaller and smaller groups for an increasing number of news organisations.
- **The technology revolution**: readers accustomed to buying a daily newspaper now receive up-to-the-minute updates from web portals, bloggers and services such as Twitter.

What is a 'free press'?

A free press suggests that journalists and newspaper editors are free from government censorship and can edit content free of intervention. Press intrusion means the press is considered to have invaded people's privacy for stories. Journalists and editors may argue that they have to do this in order to get to the truth. However, when it emerged in May 2011 that a murdered schoolgirl's phone had been hacked by the *News of the World*, then Prime Minister David Cameron set up the Leveson Inquiry into press ethics. Leveson proposed a new self-regulation body as newspapers were ignoring the Press Complaints Commission (PCC). David Cameron rejected the idea as he was worried about government interference with the press.

News of the World: © News International, 2011

Regulation of UK newspapers

Until recently, British newspapers and magazines were regulated by the Press Complaints Commission (PCC), a body of voluntary representatives of each major publisher. However, the PCC was disbanded in 2014 following the infamous phone-hacking scandal in which the private voicemail messages of various celebrities, politicians and murder victims were illegally accessed and listened to. Much of this misconduct was discussed and exposed in the Leveson Inquiry, an investigation into the ethics of the British press announced by Prime Minister David Cameron. It was agreed in the inquiry that British news publications should be self-regulated but ultimately monitored by an unbiased organisation that has the liberty to respond to public complaints and hold British publications to proper professional standards. Most British newspapers are now regulated by the Independent Press Standards Organisation (IPSO), an independent body created to advise journalists and editors of appropriate ethical approaches, uphold standards and handle complaints from the public in a fair and balanced way.

The role of IPSO is to:

✓ Regulate 1500 print and 1100 online titles.
✓ Listen to complaints about press behaviour.
✓ Help with unwanted press attention.
✓ Advise publication editors.
✓ Provide information to the public.
✓ Provide a journalist whistle-blowing hotline.
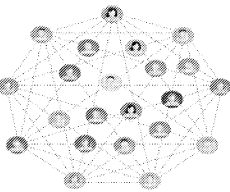✓ Low-cost arbitration between complainants and publications.

DAILY MIRROR

	2019	2018	2017	2016	2015
Daily Circulation (January)	508,705	583,192	724,888	809,147	922,235

Political Allegiance

The *Daily Mirror* is the only major British newspaper to have remained consistently loyal to the Labour Party since the end of the Second World War. It was the paper most strongly opposed to Margaret Thatcher throughout her years as prime minister.

The Labour Party received heavy criticism for allegedly leaving no money for the country following the financial crisis of 2007–2008. Publications that had previously supported the party, such as *The Sun* and *The Times*, pledged their support to the Conservative Party, but the *Mirror* remained loyal to Labour.

Following the 2015 election, Jeremy Corbyn was widely criticised as leader of the Labour Party. The *Mirror* was critical of Corbyn and urged him to resign for the sake of the party. Even in the party's lowest moments, the paper refuses to endorse the Conservative Party.

Uses and Gratifications

ℹ	The *Daily Mirror* provides **information** by printing contemporary news stories, particularly those relating to human interest, sport, entertainment and national politics
🕺	The *Daily Mirror* provides **entertainment and diversion** to its readers by featuring celebrity gossip, strong opinion pieces, human interest stories, various brainteasers and crosswords
💜	The *Daily Mirror* appeals to its audience's sense of **personal identity** by featuring stories about ordinary people, presenting stories in layman's terms and promoting a left-wing ideology
🌐	The *Daily Mirror* encourages **social interaction** by creating a comment section on its official website where audiences can engage in online debate. The paper also provides material for water-cooler topics (things that can be discussed casually in a place of work)
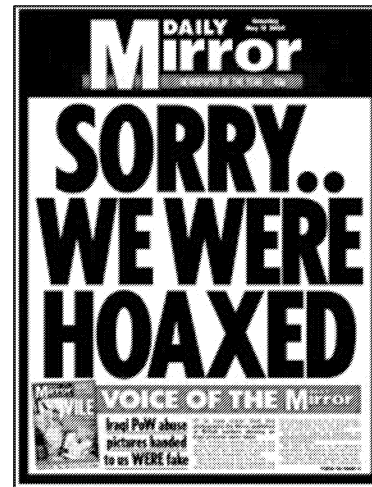
Image of Front Page: The *Daily Mirror* has a long history of apologising for unethical reporting and the spreading of misinformation. Piers Morgan was famously fired as editor of the *Daily Mirror* for printing photographs of violent British soldiers which were later revealed to be 'false'. This headline was printed shortly after. It is rare for a national newspaper to print such a blunt and sincere apology for its own practices.

Daily Mirror © Reach PLC, 2004

Tactics used	• Bright flashy colours • Huge, bold headlines • Emotive language • Sensationalism • Obvious political bias
The risk of these tactics	• Perceived lack of quality • Misinformation • Lack of journalistic integrity • The pursuit of sales overshadows the pursuit of truth

The *Daily Mirror*'s Owner

- Reach plc is a large British newspaper group – so it has considerable influence *nationally, but not internationally*
- Following a £200 million deal in 2018, it now publishes the *Daily Mirror*, the *Sunday Mirror*, the *Daily Express*, the *Daily Star* and *OK!* magazine, as well as hundreds of regional newspapers
- This deal caused Trinity Mirror to rebrand itself into Reach PLC
- 20% of the British newspaper industry's market share belongs to Reach PLC publications
- Unusually, the papers owned by Reach PLC are not consistent in terms of their political ideologies. The *Daily Mirror* targets a left-wing audience while the *Daily Express* targets a Conservative audience.

Core Demographic

Anti-Brexit	Working Class
Left-wing	56% Female	Age 35+

In the run-up to the 2016 referendum, the *Mirror* released the headline: 'Don't take a leap into the dark… vote REMAIN today'. This demonstrates that the publication's opposition

The *Daily Mirror*: Stuart Hall's Audience Reception Theory

As of October 2019, a printed copy of the *Daily Mirror* costs **80p** from Monday to Friday and **£1.30** on a Saturday. A copy of the *Sunday Mirror* currently costs £1.60
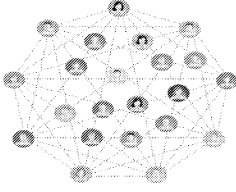
The Times provides **information** by printing contemporary news stories, particularly those relating to politics, ~~economics~~, art, culture and ~~international affairs~~

The Times provides **entertainment** and **diversion** to its readers by featuring ~~sports~~ updates, a review section for cultural ~~events~~ and opinion pieces from 'quality' ~~writers~~

The Times appeals to its audience's sense of **personal identity** by delivering the news in a formal, politically neutral stance. It appeals to audiences that like to think of themselves as being intellectual, cultured and well-informed.

The Times encourages **social interaction** by creating a comment section on its official website where audiences can engage in online debate. Audiences can also interact via social media without having to read the article itself.

Good to know...

- *The Sun* (also owned by News UK) is currently the British newspaper with the highest circulation figures
- *The Times* is currently the British 'quality' newspaper with the highest circulation figures
- *The Times* is the only broadsheet newspaper to experience any kind of increase in print over the past five years

Core Demographic

Socially Liberal

Well-educated

Age 35+

ABC1 Class Bracket

Politically Centre-right

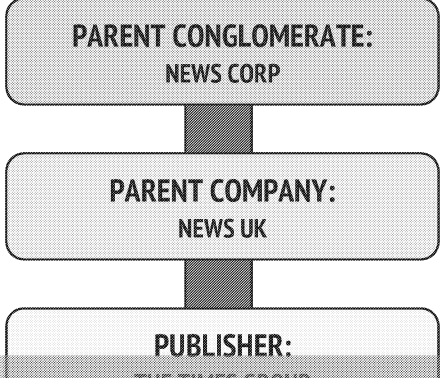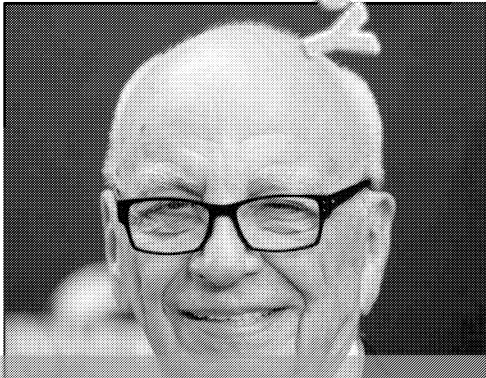|	2019	2018	2017	2016	2015
Daily Circulation (January)	417,298	440,558	451,261	404,155	396,621

Ageing out audiences: Newspapers are failing to attract younger audiences. In 2017, the youngest average age of a newspaper audience was 43, for *The Independent*

Pressure Group – A group that attempts to influence government policy in order to support a specific cause

Murdoch's monopoly over a huge portion of the newspaper industry was criticised in a report by Media Reform Coalition. The **pressure group*** argued that the contemporary concentration of ownership allows individuals such as Murdoch to distort the way in which news is delivered in order to enforce their own political ideologies, manipulating the ideas of the general public in the process.

THE MURDOCH EMPIRE – NEWS CORPORATION / NEWS INTERNATIONAL
Rupert Murdoch is one of the most important and controversial media figures. His network of newspapers, television news outlets and other publications has been criticised for being racially prejudiced, fearmongering and inaccurate. The Murdoch family owns media outlets in the UK, the USA and Australia, and it has considerable power and influence.

PARENT CONGLOMERATE:
NEWS CORP

PARENT COMPANY:
NEWS UK

PUBLISHER:
THE TIMES GROUP

Times **Trivia**

- Founded in 1785 as the *Daily Universal Register*
- Gained popularity among London's wealthy elite
- Bought out in 1981 by News International
- Currently edited by Ben Taylor
- *The Times* is currently the oldest daily newspaper in Britain

Is *The Times* politically biased?

Yes: *The Times* is under the same ownership as *The Sun* and Fox News: two outlets that consistently promote right-wing ideas. The paper has supported the Conservative government in the last several elections and is clearly overseen by Rupert Murdoch.

No: Unlike *The Sun*, *The Times* adopts a politically neutral tone and never tells its

The *Times* Online

- Audiences can pay a weekly subscription in order to access all digital content from *The Times* and *The Sunday Times*
- As of October 2019, the subscription costs £1 per week

Key Stages of Mainstream Film Production

The budget is decided
Rights are purchased; particularly as so many modern films are based on existing properties or franchises
The script is written
Shooting locations are selected
The cast and crew are hired
The production schedule is created
The film is shot
The film is edited
If necessary, digital effects are added
Any sound effects or soundtracks are added
The film is distributed; usually through cinema screenings or streaming services
Marketing campaigns are launched
Trailers, TV spots, promotional interviews, press packs and posters are released for public consumption

THE IMPORTANCE OF A GOOD WEBSITE

Audiovisual Material: Links are provided to the film's three main trailers. There are also links to featurette videos and lyric videos for songs which appear in the film.

Technical Information: The film's high-budget spectacle and unique animation style make it an **event** film. Much emphasis is placed on **the** availability of 3D screenings in cinemas.

Critical Reception: Since the film's release, *Spider-Man: Into the Spider-Verse* has received extreme critical acclaim and an Academy Award. This information is regularly added to the website.

Sponsorship: Unusually, the film directly promotes its sponsorship partners by advertising McDonald's Happy Meals and Jordan trainers among various other associated brands
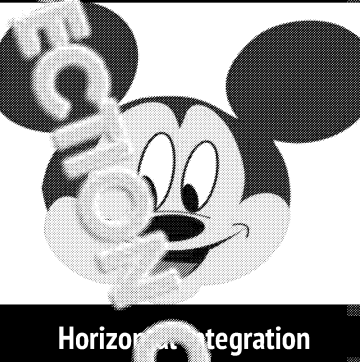
Interactive Features: An augmented reality feature is available on the website for smartphone and tablet users. This demonstrates that the film's producers are aware of the ways in which films and video games can converge.

Narrative and Character: There is a 'Gallery' page and a 'Characters' page included, encouraging audiences to become familiar with the film's characters

SPIDER-MAN
INTO THE SPIDER-VERSE
NOW PLAYING
IN 3D AND REAL D 3D

WATCH TRAILER

"SWEET, SERIOUS AND IRREVERENT"
- Justin Chang, LA TIMES

Link to Website: *https://sites.sonypictures.com/spiderverse/site/*

HOME VIDEOS GALLERY ABOUT CHARACTERS PARTNERS AUGMENTED REALITY FEATURE

Disney is a media conglomerate that owns both its films and the merchandise associated with those films
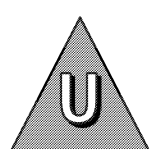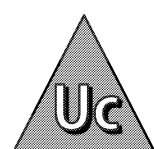
Vertical Integration

Horizontal Integration

Disney has bought film franchises such as *Star Wars* and *The MCU*, thus reducing competition from other studios

Syndication is the process in which the rights to a media company's material are sold to another company for exhibition or integration with their material

Sponsorship describes deals between film companies and alternative companies which allow them to promote one another, e.g. there are shots in *Doctor Strange* featuring an Apple iPad, a Lamborghini, an Adidas jacket and Jaeger-LeCoultre

A **distribution company** is responsible for the marketing and promotion of the film as well as the channels which the film will go through in order to reach audiences, e.g.

Uc

U

1 Discrimination

2 Drugs

British Film Regulation

Age ratings applied to films in the UK are

BLACK WIDOW
I, DANIEL BLAKE

Black Widow – Fact Sheet

Production Company: Marvel Studios
Budget: $200 million (approx.)
Director: Cate Shortland
Distributors: Walt Disney Studios
Box Office: $379.4 million
Producer: Kevin Feige
Release Date: 9 July 2021 (UK)
Age Rating: 12A

I, Daniel Blake – Fact Sheet

Production Companies: Sixteen Films; BFI; Why Not Productions; Wild Bunch; BBC Films
Budget: Unknown (Approximately £1 million)
Director: Ken Loach
Distributors: eOne Films
Box [Office]: [£]5.8 million
Prod[ucer]: [Re]becca O'Brien
Rele[ase Date]: 21 October 2016 (UK)
Age Rating: [15]

Key Terms

*Auteur: A film director who has complete artistic control of their work to the extent that they become recognised as the 'author' of their films

*Austerity: Describes the Conservative government's controversial policy of reduced spending on Welfare. This has had devastating effects on the Britain's poorest citizens. Labour leader Jeremy Corbyn publicly championed the film in the House of Commons

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Star Power was a significant part of Black Widow's financial success

Scarlett Johansson was part of the Marvel Universe from the begin[ning] and an established character. She was the world's highest-paid fema[le] actor in 2018 and 2019 and has featured a number of times in Forbes Celebrity List. She has been included in the list of the 100 most influential people of 2021. She has starred in a number of films, such as *Lucy* and *Lost in Translation*.

The director and Australian film-maker Cate Shortland is the second female director in the MCU, directing a female lead character, after *Captain Marvel* release in 2019, directed by Anna Boden.

Rachel Weisz is an established, multi-award-winning British actor. She has her own fan base.

Florence Pugh is an up-and-coming actor who has impressed the audience with her performances, especially in *Midsommar*.

Director Power: 'Ken loach' is the first name we see

Huge emphasis on the film's positive reviews and star ratings – This tends to be how independent films make themselves stand out

Lack of CGI connotes a simple, character driven story

Awards success – The film won the highly prestigious Palme d'Or at the Cannes Film Festival. Many arthouse cinema fans will automatically consider this a reason to see the film

---

I, Daniel Blake © Sixteen Films. eOne Films, Why Not Productions, Wild Bunch, BBC Films. 2016

Black Widow © Marvel Studios, 2021

Production S[tudio] logo assures us the f[ilm takes] place in the M[arvel] Cinematic Univ[erse]

Release Date written [in] large font in order to ensure a strong opening weekend at the Box Offic[e]

Emphasis on Scarlett Johansson's star appeal

Emphasis placed on the film's exhibition. The use of 3D and IMAX enforce the film's status as an 'event film'

The use of digital effects in the background connote genre and budget – This is a film that must be seen in the cinema

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Why is Black Widow a 12A?

It has to appeal to a mass audience in order to make a profit

Marvel films have an enormous young fan base. They are particularly popular with teenage boys

The film belongs to the fantasy/adventure/science fiction genre – It isn't necessary to depict the harsh realities of life

Why is I, Daniel Blake a 15?

The film has a low budget. It can appeal to a niche audience and still make its money back

The film is a furious critique of **economic austerity*** – The bad language and difficult themes reflect the frustrations of many citizens living on benefits

As a **social realism** film, its depiction of real life has to be authentic – makes the inclusion of adult content more crucial

Radio Technology

The first major form of radio technology was **AM** (amplitude modulation) broadcasting. This method of transmitting radio was being developed in the early 1900s and is still used today by stations such as BBC Radio 5 Live and talkSPORT. This technology began to fall out of fashion in the 1940s when **FM** (frequency modulation) broadcasting began to attract attention. For decades this maintained its position as the most widely used method of radio broadcasting. BBC Radio 1, BBC Radio 2 and BBC Radio 4 still use it. The most common types of radio transmission used today are digital or **DAB** (digital audio broadcasting).

Why is FM better than AM?
- More energy-efficient
- Wider bandwidth means more information can be carried
- Improved signal means less static* and interference
- Higher sound quality

Why is DAB better than FM?
- Better reception is guaranteed
- More information can be transmitted
- Higher bandwidth means more stations can be received – this means more choice for radio audiences
- DAB transmissions can be accessed through phones, tablets, iPads, PCs and digital televisions

Are there any disadvantages to DAB radio?
- Digital broadcasting leads to a slight loss in sound quality. When FM works perfectly, the quality is higher.
- Transmitters of DAB radio have to pay expensive carriage costs for use of the technology

> Overall, DAB Radio enables audiences to choose from a vast range of stations and to consume radio from any location. This is what makes it such a popular way of transmitting radio.

Radio

Key Definitions

Public Service Broadcaster: A broadcasting company that is financed by public funding and, therefore, is obliged to offer its content as a form of public service

Commercial Broadcaster: A broadcasting company financed through advertising or subscription revenue. Its main concern is to create content with the aim of

The History of UK Radio

1. **1922** – The BBC (British Broadcasting Corporation) transmits its first ever radio broadcast
2. **1926** – By **Royal Charter**,* King George V approves the BBC as a media platform designed to entertain, educate and inform the British public
3. **1955** – First FM broadcast by the BBC
4. **1956** – First transistor radio goes on sale in the UK
5. **1964** – The first pirate radio station begins broadcasting
6. **1967** – The Marine Broadcasting Offences Act is passed, effectively making pirate radio illegal in the UK. In order to fill the gap left by the pirates, BBC radio

Radio Regulation

Ofcom (the Office of Communications) is the regulatory body that oversees the UK's mass communications industry from broadcasting to telecommunications and postal services. Ofcom is responsible for setting the standards that all businesses are expected to abide by and for addressing any complaints raised by audiences. Any mass communications company that breaches set standards can receive penalties from Ofcom ranging from large fines to broadcasting suspensions.

...to Remember about Ofcom

- Ofcom has the responsibility of regulating the BBC's content. The organisation achieves this by setting out a framework of conditions that all the BBC's content must adhere to.
- Ofcom states that content which is likely to harm or damage the development of under 18s (physically, mentally or otherwise) should not be broadcast
- Very much like the BBFC (British Board of Film Classification), Ofcom bases its judgement of potentially harmful content on the following factors: the featuring of drug taking or illegal substances; violent or dangerous behaviour; bad language; sexual acts; nudity; and, in the case of Ofcom, depictions of exorcisms and the paranormal
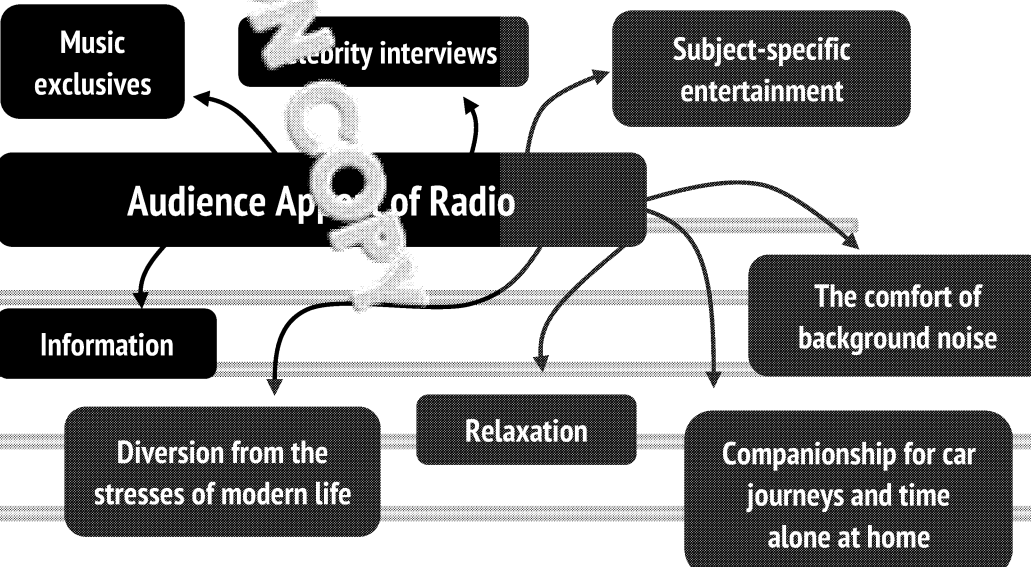
Key Fact: Podcasting is one of the fastest growing media industries. In 2018, one in four people listened to podcasts.

Audience Appeal of Radio
- Music exclusives
- Celebrity interviews
- Subject-specific entertainment
- Information
- The comfort of background noise
- Diversion from the stresses of modern life
- Relaxation
- Companionship for car journeys and time alone at home

Radio 1 Launch Day

Tony Blackburn – Fact Sheet

- Blackburn started his career as a pirate radio DJ on Radio London and Radio Caroline. He was just 21 years old.
- Blackburn was the first ever disc jockey to present on BBC Radio 1
- The first words out of Blackburn's mouth on BBC Radio 1 were: 'And good morning everyone! Welcome to the exciting new sound of Radio 1.'

BBC

There is no advertising on the BBC as a public service broadcaster

Strictly concerns itself with the policy of informing, educating and entertaining its audience

The UK's official public service broadcaster, widely considered to be owned by the British public

Stuart Hall's readings: The audiences who enjoyed pirate radio will have had mixed opinions about Radio 1 Launch Day back in 1967. Those with a **preferred reading** will have enjoyed Tony Blackburn and the BBC's efforts to modernise itself. Those with an **opposed reading** will have seen the show as a poor attempt to capture the magic of pirate radio and will have been frustrated by the news and traffic updates.

Responsible for delivering a public service in exchange for the public's finance through TV licence payments

Context Box for Radio 1 Launch Day – September 1967

Before the launch of Tony Blackburn's breakfast show, the BBC only offered three services to the general public:

- **Home Service:** Regional programming, news, drama, political discussion, information programmes
- **Light Programme:** Light-hearted discussions, soap operas, sitcoms, occasionally some pop music
- **The Third Programme:** Cultural content for 'educated audiences', jazz and classical music, arts and poetry

No attempt was made to target younger audiences, who were beginning to become aware of new music genres such as rock 'n' roll and British Invasion. The enforcement of **needle time*** restrictions meant only five hours of commercial gramophone records could be played per day. Pirate radio stations took advantage of this and transmitted popular music from just outside of British territorial waters. After three years of competition, pirate radio was outlawed by the Marine Broadcasting Offences Act.

KISS FM
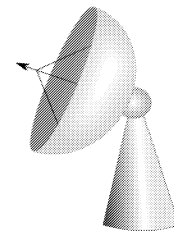
Diversification occurs when an established media company branches out into different media forms in order to reach a wider market, *e.g. originally a small printing house in Germany, Bauer Media Group entered the UK with the launch of Bella magazine in 1987. Under the name of H Bauer Publishing they became Britain's third largest publisher.*

Jordan and Perri – Fact Sheet

- Jordan Mayowa Banjo and Perri Luc Kiely are British street dancers and TV and radio presenters. They are best known as members of the dance troupe Diversity, who formed in 2007 and won the third series of *Britain's Got Talent* in 2009.
- In summer 2013, Jordan and Perri hosted their own television show called *Jordan and Perri's Ultimate Block Party*, which saw them transform a club (a swimming team, a youth club, etc.) into a dance troupe.
- It was announced on 17th February 2014 that Jordan and Perri would be the UK hosts for the Nickelodeon Kids' Choice Awards.
- Perri Luc Kiely also finished runner-up in the 12th series of *Dancing on Ice* in 2020.
- On 3rd August 2020, Banjo and Kiely began presenting the radio show KISS Breakfast every weekday from 6am, replacing Tom Green and Daisy Maskell.

Bauer Media Group (BMG) is the conglomerate owner of KISS FM.

BMG

BMG is a German multimedia conglomerate headquartered in ____ operates worldwide and owns more than 600 magazines, 400 digital prod____ radio and TV stations. Bauer has a workforce of approximately 11,000 in 17 countries.

BMG has acquired a number of magazine and radio brands from across the ____ leading to concerns from governments and regulatory bodies regarding the power and control i____ and its domination of the commercial radio market.

BMG is a market leader, and because it reaches a huge audience, it can negotia____ huge commercial deals with advertisers.

BMG also has interests in digital media, TV streaming and eve____ organisation, mostly linked to its radio and magazine properties. The KISS Network is made up o____ KISSTORY and KISS Fresh.

KISS Breakfast is a daily breakfast show airing at 6am Monday to Friday and hosted by Diversity dancers Jordan Banjo and Perri Kiely.

Passive audience: according to the passive audience theory, the audience is seen as passive consumers of ____ content who consume information without actively engaging with it. In this sense, the KISS FM close study product could be seen as catering to a passive audience. The intense focus on cele____ ____ and pop culture may appeal to individuals looking for **entertainment without the need for critical thinking or engagement**.
Active audience: the active audience theory suggests that audiences are actively engaged with media content, in____ ____ and applying meaning to it. The KISS FM close study product targets an active audience that is interested and engaged in the celebrity news and pop culture. The content of the radio cha____ helps to **create a sense of community** around shared interests, and the active audience seeks to **participate in the conversations** created by KISS FM.

Uses and Gratifications	Radio 1 Launch Day	KISS FM
Entertainment/Diversion	★ Provides opportunity to kill time in the morning ★ People could can listen as they got get ready for work/school ★ Provides distraction from stress of daily life ★ Blackburn had banter with studio guests ★ Blackburn would crack jokes and play jingles	★ Provides distraction from stresses of day-to-day life ★ Provides opportunity to listen to music while escaping their problems, especially in post-COVID era ★ People can listen in boring situations, e.g. on public transport, in waiting rooms ★ Jordan Banjo and Perri Kiely make an effort to make their discussions with artists relevant while they also include the audience in their shows
Information	★ Listeners were exposed to brand-new music ★ Listeners could become familiar with latest trends in popular music ★ Traffic updates were read out at various intervals	★ Listeners take part in the show, especially through competitions ★ Listeners are informed about social issues and news. BMG is collaborating with the presenters to bring an awareness to current issues, especially Black Lives Matter movement as well as mental health

MUSIC VIDEOS: INDUSTRY AND AUDIENCES

*Royalties – Money paid to the producer of a media product every time their work is sold or exhibited

There are three notable record labels that have ownership over numerous smaller record companies. These labels have gained **horizontal integration**.

Sony Music Entertainment: Arista Records; Columbia Records; Epic Records

Universal Music Group: Capitol Records; EMI; Geffen Records; Island Records

Warner Music Group: Atlantic Records; Asylum Records; Elektra Music Group

Regulation
- **The Parental Advisory Scheme:** The organisation responsible for identifying music content that might be inappropriate or harmful to younger viewers in the UK.
- The BPI (**British Phonographic Industry**) is responsible for overseeing the Parental Advisory Scheme which sets out guidelines as to the suitability of music video content.
- Record labels are responsible for ensuring music is distributed to age-appropriate audiences. They achieve this by ensuring that the Parental Advisory logo is added onto the physical copies of their products. The logo should also appear if the product is being accessed online.
- Music videos normally have a Parental Advisory warning if they contain content that could be considered harmful.
- The **BBFC** is responsible for regulating music videos released on DVD.
- Since 2013, the BBFC has been working with YouTube and Vevo to improve **online safety** for viewers.

Music Industry: Key Contributors
Composers – responsible for the instrumental arrangement of an artist's song (sometimes this is the artist themselves).

Songwriters – responsible for writing the lyrics of an artist's song (sometimes the artist does this themselves).

List of ways in which music videos can be accessed
- Music television channels (e.g. MTV, 4Music, Trace)
- Streaming websites (e.g. YouTube, Vimeo, Vevo)
- Band's/artist's website
- Radio station website
- Music streaming services (e.g. Tidal, Spotify)
- iTunes store
- DVD release (e.g. One Direction: Up All Night Live Tour)
- Social media pages (e.g. Twitter, Facebook)

Main content indicators the BBFC considers before classification

- Misuse of drugs and illegal substances
- Dangerous behaviour presented as safe
- Sexual behaviour and nudity
- Aggressive and violent behaviour
- Rude or offensive language

PPL Licences
The availability of music and music videos online has threatened the industry's revenue streams. One way in which artists and record companies can receive **royalties*** for their music is through the enforcement of Phonographic Performance Limited licences. These ensure that any business which publicly plays music or music videos must pay for a licence. The venue or individual will pay a licence fee to PPL. PPL will then ensure that the licence fees are paid to

Historical Developments in Music Videos

1927 – *The Jazz Singer* became the first ever 'talkie' (film accompanied by sound) – this included a musical

1956 – Tony Bennett's 'Stranger in Paradise' was released – this is thought by many to be the first proper music video

1975 – The release of Queen's visually stylish video for 'Bohemian Rhapsody' is thought to have shaped the music video as we know it today

1981 – The launch of MTV, the first music video TV

2004 – The launch of Vimeo

2005 – The launch of YouTube

TYPES OF MUSIC VIDEO

Narrative Video: The dramatised telling of a story which relates (usually directly) to the song's lyrics, e.g. 'Thriller' (Michael Jackson); 'Liar' (Camilla Cabello)

Performance Video: Simply the band/artist performing their song in front of a camera in the same way they would at a live concert, e.g. 'History' (One Direction); 'I Bet You Look Good on the Dancefloor' (Arctic Monkeys)

Conceptual Video: A series of abstract images which explore a particular theme – these are usually difficult to understand, e.g. 'Paradise' (Coldplay); 'Sledgehammer' (Peter Gabriel)

Examples of audiences actively engaging in

- Collecting rare editions
- Keeping old concert tickets
- Replicating the fashion sense of certain bands and artists
- Collecting CDs and vinyl records
- Keeping posters and cut-outs of bands and artists
- Keeping old concert programmes
- Attending festivals
- Buying official merchandise
- Engaging with a community
- Following bands and

ARCTIC MONKEYS
I BET YOU LOOK GOOD ON THE DANCEFLOOR

YouTube Views

1.1 billion

50 million

BLACKPINK
HOW YOU LIKE THAT

Arctic Monkeys – Fact Sheet

Formed: 2003

Record Label: Domino Records

Members: Alex Turner (lead singer); Matt Helders (drummer); Jamie Cook (rhythm guitarist); Nick O'Malley (bass guitarist)

Genre: Indie Rock / Garage Rock / Punk Rock

First UK Number One: 'I Bet You Look Good on the Dancefloor'

Major Achievement: In 10 years, the band have received 20 NME awards and 7 Brit Awards

Alex Turner introduces the band before they play
'...'t Believe the Hype' – possibly an ...ctionate and humble message for the fans who helped the band rise in popularity
... band aren't playing up for the cameras ...y try to recapture the atmosphere of a li... performance

Direct audience address in the videos

The band members sing directly into the frame both as a gro... and when they sing individually.
Jisoo is dressed in rags and the word 'envy' is written ... which creates a relationship with the young teenage audience ...
Each member of the band has a role that falls into a stereo...pe; for example, powerful, emotional, sassy, empowered.
'Now look at you, Now look at me' is showing their haters that th... winning and makes it relatable to a female audience (empowerm...

YouTube Subscribers

Instagram Followers 46.28 million

Twitter Followers 7.8 million

Spotify Followers 33.7million

TikTok Followers 13.6million

Blackpink – Fact Sheet

Formed: 2016

Record Label: YG Entertainment

Members: Jisoo Kim Ji Soo (lead singer), Jennie Kim (princess of the group / singer), Rosa Park Chae Young (lead dancer/singer), Lisa Lalisa Manoban / Pranpriya Manoban (rapper)

Genre: K-Pop

UK Charts: 'How You like That' reached no.2 in 2020, marking Blackpink the first K-Pop female group to achieve this

Major achievement: As of 2021, the band was the most followed girl group on Spotify and the most subscribed music group, female act and Asian act on YouTube.

Reality show: *Blackpink House* was a South Korean variety show by Blackpink broadcast by the South Korean television station JTBC. The show is about the members of Blackpink and what they do during their hiatus and everyday lives. The first episode of the show was aired on JTBC2 Channel in South Korea on 6th January 2018 and the series ended on 17th August 2018. The show was also aired online via YouTube and via Naver's V Live. It can also be watched on Amazon Prime Video.

To this day, **The Beatles** are considered by many to be the biggest pop band in history. In many ways, they emerge as a middle ground between the heavily manufactured Blackpink and the authentic Arctic Monkeys.

Like Arctic Monkeys...
- The band members wrote their own material
- The band's output gradually became more experimental
- The band rose so far... playing in pubs and small concert venues – they were not manuf...ed from the get-go
- The band won doze... of major music awards including 14 Grammy Awards
- Their music earned serio... critical acclaim

Like Blackpink...
- The Beatles achieved huge commercial success
- The band's manager insisted that they were styled in a way which would appeal to their young female fan ... while each Blackpink member has their own style which attracts a range of different audiences
- Films and documentaries were made about their success
- The band cracked America and paved the way for their own era known as 'British Invasion', while Blackpink is the first female K-Pop band to reach over a billion views on YouTube
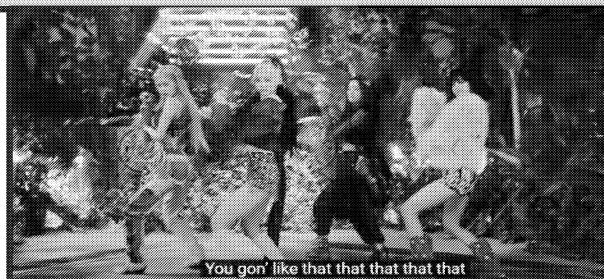- Their concerts were characterised by thousands of screaming fans

Demographics
82% female, mostly 13–24, Asian 58%, Caucasian 32%, C1C2D

Psychographics
In Asia, Blackpink's aud... mainly mains... the audience are ...kely to be *ASPIRE*... ...e more **niche audience** in the West, it might appeal to more of an *EXPLORER*. Blackpink's audience is an **active audience**.

Arctic Monkeys –Steps to Success

The band began gigging and recording music in their home city of Sheffield

They cheaply produced hundreds of demo CDs which they handed out at their early gigs

... set up a Myspace page ...here they could upload ...usic for their fans to listen to

The band allowed their profile to grow without industry input – they refused offers from multiple record labels

Long shot: Makes the band members look in control of their surroundings and, therefore, of their own fate. They are made to look feminine and powerful at the same time.

You gon' like that that that that that that

'How You Like That' (Blackpink) © YG Entertainment, 2020

How the fans helped

Fans bought the early demo CDs and file-shared them over social media platforms such as Myspace

Social media pages, music streaming sites and Internet chatrooms were set up for the sole purpose of sharing the band's music and discussing their progress

As soon as the band achieved commercial success, the demos were sold in larger numbers over eBay

Eventually, the band began to receive praise and promotion from major establishments such as *NME* magazine, BBC Radio and the British tabloids

Framing: The girls are deliberately framed in a wide-angle shot as this allows them to demonstrate the well-rehearsed routines in a high...

Direct audience address: Director Seo Hyun-Seung offers the audience pleasures and rewards by having the band sing...

Costume design: Each band member is given their own commercial identity; for example, Lisa is streetwise, while Jenny is...

How Blackpink used social media

Blackpink created a hype before the release of the official video of 'How You Like That'. They released a **teaser 20-second trailer** on YouTube to increase anticipation.
In January 2021, Blackpink performed their first-ever **paid online concert**, 'THE SHOW', on YouTube, captivating the 280,000 fans from around the world who experienced the spectacular **livestream event**. Because physical concerts were cancelled and venues closed, artists and fans were using online music streaming platforms to interact. Although the girls still wanted to meet their fans in person, they recognised that YouTube and digital video were their primary means of engaging with fans for the foreseeable future.

The audience consume Blackpink largely through **online streaming**, such as YouTube. This tool allows the audience to actively consume and negotiate popular culture and share...

Video Game REGULATION

PEGI (Pan European Game Information) is the European regulator for video game content. The organisation's central aim is to create video game ratings which will protect minors against harmful content. The [...] the standards by which video games relea[...] countries residing in the European Union are reg[...]ed. This also applies to several other countries includ[...] Pakistan, Israel and India. Germany is one of the few exceptions as its video game content is regulated by [...] **USK** (Entertainment Software Self-regulation Body).

The PEGI organises games into six age classifications:

| 3 | 7 | 12 |
| 16 | 18 | PG |

There are eight content indicators the PEGI considers before assigning classification:

Offensive Language

Discrimination

USES AND GRATIFICATIONS
MOBILE GAMING

- **Entertainment/Diversion:** Addictive nature of mobile games keeps audiences distracted from daily life; audiences can become immersed in the impressive special effects of certain games; can be played while on public transport or in a waiting room, etc.
- **Information:** Certain mobile games test the audience's trivia skills, certain games test skills in maths and pr[...]ving; allows gaming enthusiasts to remain updated with the latest technological trends; players learn the skills and techniques re[...] omplete the game
- **Personal Identity:** Provides the opportunity for audiences to overcome challenges; increased sense of pride w[...] vels, costumes and bonuses are unlocked; players must learn from their mistakes and improve; audiences can affirm their status as gam[...]
- **Social Interaction:** Audiences can share achievements with their friends online and in person; certain games requi[...] ltiple players; Games such as Lara Croft Go are turn-based so multiple people can take it turns to play and share tactics with one a[...]

Online Media and Video Games
INDUSTRY AND AUDIENCE

Effects of online media o[...] audiences

Positives: More social interaction; great[...] ac[...]ss to career opportunities; enables communica[...] th like-minded people; offers access to more info[...] (particularly on an international scale); entertaining in many ways (GIFs, memes, games, etc.)

Negatives: Cyberbullying; people are exposed t[...] inappropriate content at an early age; issues with [...] and data; many people become addicted to online me[...] to the extent that it damages the face-to-face interactions they have; easy to be influenced or groomed by people with damaging views

---

Remember: It is the **Video Standards Council Rating Board** that is [...]ally responsible for [...]

Video Game Industry – Fast Facts

FOR THE PAST SEVERAL YEARS, THE VIDEO GAME INDUSTRY HAS HAD A HIGHER TURNOVER THAN THE HOLLYWOOD FILM INDUSTRY

Video Game – Ownership
Because gaming is such a financially successful media industry,

---

20% of people in the UK spend over 40 hours a week online

On average, British people check their smartphones once every 12 minutes

95% of 16–24-year-olds now own a smartphone

The majority of people now expect there to be Internet connection wherever they go

2018 was the first year in which women spent more time online than men

Top Tip: It is not necessary for you to learn all of these statistics! However, they offer good insight into the ways in which online media is currently influencing our lives. One or two of these statistics can also be used to support your arguments in the exam.

Convergence describes the linking of media content and advancements of information technologies in an effort to enhance existing media products, or create new ones

Freemium video games are free to download but they include special features that require payment from the player

Paymium video games require a small payment to

Marcus Rashford
Industry and Audience

Cultivation Theory: This refers to the idea that long-term exposure to certain media products will gradually shape the consumer's perception of reality. This theory could be applied to Marcus's use of social media in multiple ways. For example, certain audiences might see the representation Marcus constructs of his life (activist, campaigner) as different construction to his life as a footballer.

It is testament to Marcus's efforts that he managed to overturn a government decision to stop free school meals, by going public about his struggles and sending a letter to the prime minister.

Rashford's Target Audience

Gender: Everyone
Age: Non-specified
Class Bracket: A, B, C1, C2, D and E
Generation: Millennial, Gen Z
Psychographic Qualities: Aspirers, consumerists, mainstreamers, explorers

How does Rashford target his audience?

Uses an informal tone when he is writing his posts

Refers to his own struggles and identifies with the people he is fighting for

Uses notes from his phone in order to post his thoughts

Encourages audiences to take part in his campaigns

Ensures content is free from inappropriate content, *e.g. drug use*

Opposed readings audiences might have...

- The use of oppositional reading allows us to recognise and challenge stereotypes typically associated with athletes, particularly black athletes. In the product, he is depicted not merely as a sports superstar but as an **advocate for social justice** and an individual who uses his platform to **speak out on important issues**. By **subverting** the stereotype of the 'dumb jock', the product shows how Rashford is more than just his athletic abilities and helps to **break down racial and ethnic stereotypes** often attached to black athletes. This approach offers a positive, empowering portrayal of Rashford as a person with agency and a voice, rather than just a passive object to be consumed by the media. By challenging these stereotypes, the product contributes to a more nuanced understanding of athletes and their place in society.
- However, this could also have a negative effect. Marcus Rashford has been accused of **exploiting the campaigns he is supporting to his own benefit**. According to a tabloid newspaper article, published in 2020 in the *Mail on Sunday*, Rashford bought five houses totalling up to £2 million. The wording was suggesting that this was due to the fact that Rashford was involved in various campaigns and, therefore, promoting himself. Rashford responded 'OK, so let's address this. I'm 23, I came from little. I need to protect not just my future but my family's too. To do that I made a decision at the beg [beginning] of 2020 to start investing more in property. Please don't run stories like this alongside refs to "campaigning".'

Marcus Rashford boosts his viewership by **collaborating** with companies such as **Burberry**, **Calvin Klein**, **Nike and NatWest**. Part of the deal with Burberry was to help young people develop their literacy skills, while NatWest has announced a major new partnership intended to further its efforts to help young people to thrive and reach their goals sooner. NatWest and Marcus Rashford MBE are working together to co-create a programme designed to support young people in communities across the UK to learn about and develop a positive relationship with money. The programme will connect them to role models with shared lived experiences who can mentor and inspire success and help them achieve their goals.

Social Interaction

- Marcus will often tweet about **social issues** or will **respond to football fans** about how he feels when his team loses; for example, when he tweeted that he felt embarrassed when Manchester United lost.
- Marcus **talks openly with his audience** about intimate issues such as **anxiety**, creating the sense of a **close personal relationship**.
- Marcus often **responds to audience demands**, especially when it has to do with his campaigns.
- Marcus frequently **introduces audiences to his friends and family** so they can feel like a part of his life.
- Marcus's use of social media sets out ways in which **audiences can get in contact with him** (probably through DNMAY managers).

Information

- **Promoting campaigns** that he is supporting and posting links on where his followers can go in order to show their support as well.
- Videos and social media posts about his career and how he feels after each match, especially when his team is losing. This **challenges the stereotypes of masculinity** as usually footballers do not show emotions.
- Marcus Rashford has successfully used social media to promote his **campaigns on food poverty**, **homelessness** and **books** for children, and **influenced government policy** on **food vouchers** during the school holidays.
- Rashford's **social media messaging** was crucial in his campaign to persuade ministers to provide free school meals for vulnerable pupils in England throughout the school holidays during the

AUDIENCE'S POSITIONING

The audience is positioned as **passive**, allowing the media text to simply deliver its message unchallenged initially. However, if the media text is created with an **active** audience in mind, then Marcus Rashford is providing opportunities for participation or to take a more **negotiated view** of the message that is being delivered.

How are the companies that collaborate with Marcus Rashford making money?

Marcus Rashford is a Manchester United footballer and part of England's national team
- When influencers become famous enough, their brand

Disadvantages of collaborating with Marcus Rashford
- **Potential loss of customers:** Some people might not agree with Marcus's use of social media or campaigning, or they

Kim Kardashian
Industry and Audience

Cultivation theory: The idea that long-term exposure to certain media products will gradually shape the consumer's perception of reality. This theory could be applied to Kim's use of social media in multiple ways. For example, certain audiences might see the representation Kim constructs of her private family life as a different construction to her life as a public-facing celebrity/influencer.

How does Kim Kardashian target her audience?

- Uses a clear, informal tone when writing posts
- Ensures content is free from inappropriate content
- [Enco]urages audiences to take part in her campaigns

Kim Kardashian Target Audience

Gender: Predominantly female
Age: Non-specified but generally younger
Class bracket: A, B, C1, C2, D and E
Generation: Millennial, Gen Z
Psychographic qualities: Aspirers, consumerists, mainstreamers

AUDIENCE'S POSITIONING

[The] audience is positioned as **passive**, allowing the media text to [...] deliver its message unchallenged initially. However, if the [media] text is created with an **active** audience in mind, then Kim Kardashian is providing opportunities for participation or to take a [more] negotiated view of the message that is being delivered.

Opposed readings...

- The use of oppositional reading allows us to recognise and challenge the stereotypes typically associated with influencers. Recently Kim has depicted herself not merely as a global media per[sona] as an **advocate for social justice** and an individual who u[ses the] platform to **speak out on important issues** which helps [break] **down stereotypes**. This approach offers a positive, empowering portrayal of Kim Kardashian as a person with agency and a v[oice] rather than just a passive object to be consumed by the media. [...] challenging these stereotypes, the product contributes to a more nuanced understanding of celebrities and their place in society.
- However, Kim Kardashian has been accused of **handpicking campaigns to gain exposure** and of 'greenwashing' on issues of sustainability in the beauty industry, e.g. over the use of plastic packaging in her product line SKIMS.

MEDIA INDUSTRIES

Instagram is primarily a photo and video sharing service, offering its users inbuilt filters and editing. Users can share photos and 'reels' publicly or with a designated groups of followers, like and share other posts, and organise content using hashtags (including geographical tagging). 68% of users are female, and users tend to be younger than Facebook users, older than TikTok users, and urban rather than rural (at least in the USA). Instagram was bought by Facebook (now Meta) in 2012 for a reported $1billion.

Meta platforms (formerly Facebook Inc) is the largest social media company in the world, owning and operating (among others) Facebook, Instagram, WhatsApp and Threads. There are concerns that Meta, by acquiring WhatsApp and Instagram, is approaching a monopoly in the US social networking market.

TikTok is a short-form video-hosting platform owned by Chinese company ByteDance. It has become one of the world's most popular websites, with a younger audience than Facebook or Instagram. Like most social media platforms, TikTok gathers data about its users, giving rise to security concerns, especially in Europe and the USA, given the potential for influence and control by the Chinese government.

Concerns about social media platforms

- The detrimental effect on the mental health of social media users, especially teenagers
- The spread of misinformation, especially during political campaigns
- The use of personal data gathered by social media companies to target advertising, to improve recommendations, and to sell on to third parties
- The ease with which inappropriate content can be accessed
- Online bullying
- The sexualisation and objectification of women

MEDIA AUDIENCES
Uses and gratifications of Kim Kardashian content

Social Interaction

- Personal relationships: without a dedicated website, fans of Kim Kardashian do not have access to the same kind of community as (for example) Taylor Swift fans.
- Instead, the comments sections and the use of hashtags can give the impression of a community and provoke online alliances, feuds and conversations.
- However, Kim Kardashian **introduces audiences to her friends and family** so they can feel like a part of her life.
- Kim also **talks openly with her audience** about intimate issues such as **difficulties during pregnancy**, creating the sense of a **close personal relationship**.

Information

- **Surveillance**: Kim Kardashian, her family and friends are celebrities – by following them, her audience feel that they are keeping up with fashion [and] celebrity news.
- The **lack of detailed text** in her social media allows her audience to read their own meanings into her posts and allows those whose literacy or English skills are poor to participate.
- **Promoting campaigns** that she is supporting and posting links on where her followers can go in order to show their support as well.
- Kim Kardashian has recently used social media to promote political campaigns such as **prison reform** and **Armenian genocide recognition** and **gun control**.

Personal Identity

How are the companies that collaborate with Kim Kardashian making money?

- When influencers become famous enough, their brand becomes their income, sometimes releasing unique merchandise or experiences.
- As well as launching her own brands such as **Dash**, **Sknn By Kim**, and **Skims**, Kim Kardashian boosts her influence by **collaborating** with companies such as **Dolce & Gabbana**, **Beats Electronics** and **Fendi Beauty** and endorsing specific products like **Coca-Cola**.
- Companies like Facebook and YouTube profit from influencers who can reach a diverse audience; the result being to target advertisements that are outside of the influencers' content through the platforms themselves and to get paid for the adverts reaching this audience.
- Kim is linked with a number of charities, such as the Dream Foundation, Baby2Baby and Everytown, [...]

Industries and Audiences

The Making of

Kim Kardashian: Hollywood
- Originally pitched by Niccolo de Masi (CEO of Glu M... who approached Kim Kardashian with the idea
- Kardashian herself was present throughout production ... ing the costumes and accessories that would appear in the gam...
- The game's development took approximately 18 months
- Kardashian and de Masi were apparently in constant comm... ic... n. The former also approved the milestones that the avatar goes th... ... i.e. *from E-lister to Final Gold Master.*

Lara Croft Go
- Square Enix achieved success with Hitman Go, a puzzle-based adaptation of a popular franchise in 2014
- The team behind this immediately saw the Tomb Raider franchise as th... next step – they called it a 'go-brainer'
- The team of approximately 10 were inspired by the design elements of the original games as opposed to its remakes
- Unity game engine was used to build the game. This enabled a fast development process that would also ensure the game could be supported on multiple platforms.

Lara Croft as a franchise
- In **1996**, a major video game franchise was born with the release of Tomb ...

SUCCESS OF THE GAMES

Kim Kardashian: Hollywood earned $1.6 million within the first five days of release

Within one month of release, **Kim Kardashian: Hollywood** appeared on the Top 5 Games list of the iOS App Store

Lara Croft Go won the Apple Design Award 2016 and Best Mobile Game at the 2015 Game Awards

Kim Kardashian website and game – convergence
- Kim Kardashian makes a lot of money through the sale of **sponsored products**. **KKW Beauty** is an official website on which the celebrity sells her own brand of cosmetics and fragrances.
- Many of these products are also **advertised** through Kardashian's various **social media accounts**. Kardashian can earn thousands of pounds for **sponsoring** a product through an Instagram post.
- Kardashian branching out into the video game industry is an example of **convergence** as it provides her with yet another **media platform** to **endorse products and promote brands**

Monetisation

Game offers premium add-ons which require audiences to spend money, but only 5% of players reportedly do this – premium add-ons range from extra K-stars (these can be exchanged for rewards within the game)

Criticisms of Lara Croft Go
- Questionable difficulty (some ... it too easy, others too difficult)
- Too short in length
- Not as original as its predecessor (Hit... n Go)
- Treasures aren't rewarding enough ... ...ect

Possible opposed readings of Kim Kardashian: Hollywood
- Gameplay requires no skill or intellect – involves selection of simple functions
- The advertising pop-ups are a cynical way for the game to exploit impressionable underage players
- Promotes the ideology that the only way to be successful is to be conventionally attractive
- The story has no emotional stakes – why should we care how many followers the protagonist has on social media?
- Promotes capitalist ideas without emphasising the need to work hard or learn a trade

Uses and Gratifications	Lara Croft Go	Kim Kardashian: Hollywood
Entertainment	- The original co...in...tion of the adventure genre with puz... e games - Expansive and e... u settings with impressive graphic... - Addictive and replay...e - Monstrous opponent... ...ecome increasingly challenging to beat – ...die...es have to improve as they progress ...r...er - Flexible – can be played on ...lic transport, in waiting rooms, etc.	- Audiences interested in fashion and celebrities might be engaged by the narrative - As a mobile gaming app, it is perfect for filling dead time - Enjoyable creating personalised avatars – particularly an attractive, fashionable version of the player - The game's fun activities and luxury locations could distract from the harsh realities of daily life
Information	- Shows Tomb Raider fans how Lara Croft has developed through time - Reacquaints audiences with the franchise - Puzzle games are designed, in some part, to stimulate brain function	- Audiences can learn various beauty and styling tips from Kim Kardashian – everything in the game is endorsed by her - Narrative supposedly reveals information about Kardashian's lifestyle, work and family
Social Interaction	- While the game is single-player, multiple people can contribute to the puzzle element	- Different players can compare their progress - Players can compare their avatar designs

MEDIA LANGUAGE

Signs are designed to convey meaningful and important information in a condensed way.

The study and understanding of signs and the meaning they communicate is called _____.

In the media, it is agreed amongst producers and audiences that specific meanings can be attributed to certain signs.

_____ refers to what is literally visible within a sign or symbol.

_____ are the meanings associated with a sign or symbol.

Fill in the gaps above with the following key terms: semiotics, denotation, connotation

Roland Barthes was a French theorist and semiotician who suggested that a story's narrative uses five different types of *code*. These codes work together to enable the reader to make sense of what is happening in the story.

1. Action Codes

2. Enigma Codes

3. Semic Codes

4. Symbolic Codes

5. Cultural Codes

Fill in the missing definition for each of Barthes' codes

Charles Sanders Peirce was an American philosopher who identified three different types of signifier:	
An **icon** is ...	
An **index** is ...	
A **symbol** is ...	

Provide a definition for each of the following key terms

Mode of Address

Iconography

Typography

Intertextuality

Briefly describe the effect of anchorage in the *Jaws* poster

Match the narrative terms to their definitions. The first one has been completed for you.
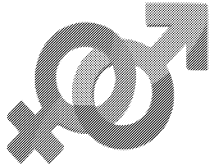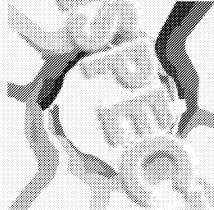
Content	Any person, animal or figure presented in a story
Form	The time and place in which the story takes place
Plot	Something that will happen, has happened, or is thought to happen in the future
Structure	Refers to the text type that the writer uses *e.g. magazine, newspaper, website, etc.*
Storytelling	Refers to what happens in the story as well as the meaning behind it
Action	Either the physical movements of the people in the story or their behaviour
Dialogue	The activity of presenting a story to an audience
Conflict	The struggle that often presents itself in a story.
Character	The engagement of conversation or vocalised thought of the people in the story
Setting	Relates to the order of events in a narrative and the form in which it is told
Event	A term used to describe how the main events in the story unfold

Vladimir Propp is a theorist whose work is derived from his studies of Russian folk tales with a particular focus on their characters. Through his studies, Propp identified eight types of character, not unlike stock characters, which he claims serve a specific purpose to the story's narrative. It is likely, that different character types will overlap e.g. the dispatcher and the princess's father

List and describe the eight stock character types identified by Propp

MEDIA REPRESENTATION

Media Representation is all about the way in which media producers choose to portray something or someone in a product. Reality is complex, so representing every part of society within a single product is impossible. This is why producers consciously decide who their product is being made for (i.e. its target audience) and then select the parts of life that this group of people can relate to. In doing so, producers construct a **version of reality** for this particular audience.

1. _____ 4. _____
2. _____ 5. _____
3. _____ 6. _____

Fill in the gaps in the table below to complete [the accounts] of how cultural context influences representation in the media. Use the following words to help: Luther, suicide, teenagers, #MeToo, film, immigration, children, black, shootings, hypermasculine, millennial, baby boomer, #OscarSoWhite, two, European Union, grey pound

Gender	Ethnicity	Age
In 2017, there were a huge series of accusations from women accusing powerful men in the media of sexual harrasment and assault. The hashtags _____ and #TimesUp were shared by thousands of women exposing an underlying sexism running through mainstream media (particularly the _____ industry). This movement has greatly enhanced conversations about female representation in the media	Martin _____ King Jr gave a dream' speech in 1963 was a turning moment for The Civil Rights Movement. With it came a rapid change in [things] for the US African-American community	Traditionally in the media, _____ were often depicted as helpless and in need of saving. Particualrly in mainstream cinema, recent representations have shown children to be capable and often 'more in the know' than their parents about important issues *e.g. Stranger Things, Pokemon*
A recent statistic revealed that the greatest killer of men under 45 in the UK is _____. A concerted effort has been made to counter _____ representations in the media and allow men to be presented as being emotionally [vulnerable]	The _____ Lives Matter movement was founded in 2013 following a number of unprovoked _____ by police on African-Americans in the _____	_____ were historically depicted either as stroppy or as violent and rebellious thugs. Over time, mainstream media has started to acknowledge the complex issues of adolescence representing teenagers as ambitious and three dimensional- This particularly caters to the _____ generation, largely defined by concerns

Stereotypes

Countertypes

Provide definitions for the four key terms

Representation Terms

Passive Objects

Active Subjects

Representation is often concerned with six different issues that can be grouped to make up the acronym: GASSER. What are these six issues?

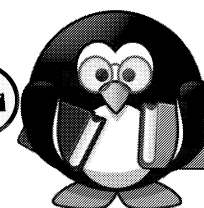Explain the difference between under-representation and misrepresentation

Fill in the gaps to complete the account of how media representations are constructed.
mediation, audience positioning, point of view

The process by which producers **select** and **combine/construct** elements of media language to feature in a media product is known as _____. The messages and ideas that are shown in the product will often be constructed in a way that establishes a particular _____. For example, a newspaper article might use first person pronouns to align the audience with a

Fill in the gaps below (using the given terms) to complete the analyses of gender representation in the media
contraceptive, gaze, patriarchy, Mulvey, heterosexual, women, objectified

Male _____ – Laura _____ was a feminist theorist who suggested that visual media (particularly mainstream cinema) is constructed in a way that caters specifically to the pleasure of a male, _____ audience. This theory largely explains the various ways in which women's bodies have been _____ over the years

Magazine Covers

Genre Conventions of Lifestyle Magazines

Identify the missing key terms below
medium, high-key lighting, aspirers, address, cover stars, consumerism, List, Imperatives

_____
Lighting designed to create visual clarity and avoid shadows

Mode_____
Direct: star makes eye contact with the reader

Will usually be a celebrity or an elite person

Shot Types
Cover stars are usually framed in full or _____ shots

_____-based_____
A clear, readable way of conveying life advice

Media language which instructs the audience: "Do it!"

Audience Appeal
Highly gendered and generally appealing to _____

Ideology
Focus on buying products promotes _____

Coverline Features
Many include _____ _____ from celebrity interviews

Provide definitions for the following key terms

Circulation ➡ [ ]

Readership ➡ [ ]

Dateline and _____ _____ refer to Information relating to the date of publication and the number of previous publications

Information that reveals the price of the publication. In tabloid magazines, this will appear in a larger font

The _____ is considered the main title of the cover page. This often corresponds with the main image or model of that issue

_____ are titles/excerpts from articles found in the issue which appear on the front cover. Editors believe these will sell the

The _____ is the title of the magazine, designed and displayed on the front page

The _____ is generally found close to the Masthead. It acts as a hook to gain audience interest and make the publication stand out

MASTHEAD
Dateline + Issue Number

Cover Price

Sell line

Main Coverline

Coverline

Coverline

Puff

Image

Strapline

Coverline

Tag

A _____ is fairly similar to a sell-line; however, it directly relates to articles found in the issue. Often located down the right-hand side of the cover

Magazine covers will typically feature one **Main image** (sometimes also called the _____), often of a model or celebrity that ties into themes of the issue

_____ are phrases used to catch the reader's attention. Often sensational, with exclamatives such as 'Exclusive interview! or 'Plus!' Can also be called **Buzz** words

Language

Representation

Colour Scheme

Colours carry dozens of connotations, and media producers are highly aware of the qualities audiences associate with certain [colours]. Producers will use this knowledge to create a colour palette that helps [establish] a particular tone or genre. In the case of *Tatler*, the following colours are juxtaposed to create a clear sense of brand identity that will appeal to a target audience of young,

Identify the colours based on the connotations often associated with them

Colour	
	Love, Femininity, Nurture, Vulnerability
	Growth, Health, Money, Greed
	Innocence, Purity, Cleanliness, Perfection
	Political colours of the Conservative and Labour parties. Links to reference to politics on the front, suggesting affiliation with ruling class. These are also the colours of the British flag, suggesting national pride.

How are the following elements of media language used by the close study product?

Gaze	Body Language
Shot Type	**Facial Expression**

Tatler (magazine); © Condé Nast Publications Limited, 2021

SEE EU LATER!
WHO TO STAY IN TOUCH WITH ON THE CONTINENT

INSIDE THE NEW BRITISH ESTABLISHMENT
THE WORKINGS OF THE WESTMINSTER WEB

LOVE IN THE TIME OF CORONA
HOW THE SOCIAL SET GET MARRIED IN A CRISIS

BLOND AMBITION
MEET BORIS'S BROTHER MAX

OFF-DUTY ROYAL DRESSING
LOCKDOWN FASHION FIT FOR A QUEEN

EMMA WEYMOUTH IS NOW THE
MARCHIONESS OF BATH
A COSTUME DRAMA AT LONGLEAT

Fill in the missing sections of information

Publisher	
Circulation (2021)	
Readership	
Founded In	
Core Demographic	
Cover Star	
Rate of Release	
Editor	

Provide definitions for the following three terms

Establishment	

Weymouth is a rare mixed-race cover star, which shows that…

Tatler is aimed at…

How does *Tatler* find non-typical ways to represent women on the front cover?

Weymouth's title of 'marchioness' is unconventional…

Complete the table below **Indicators of Elegance and Sophistication**

→ All text and images are presented on vertical and horizontal grids, making for a neater display.

→

→

→

CONTEXT

Magazines: Close Study Product – *Heat*

Fill in the missing sections of information ✍

Publisher	First Published	Circulation:

Rate of Release	Catchphrase: Tagline:

Cover Stars:

Using your knowledge of media language and magazine codes, annotate the close study product ✍

Verbal Codes | Semiotic Analysis

Complete an analysis of the following verbal codes used by the close study product. ✍

- Title:

- Main Coverline: 'Caught Out!':

- 'Baby Daddy':

- 'Shock', 'Terrified':

- 'Exclusive':

- Use of rhetorical questions:

- Use of alliteration:

- Informal/colloquial language:

- Use of first names:

Complete an analysis of the following non-

Heat (magazine): © Bauer Media UK, November 2021

Complete an analysis of the following technical codes used by the close study product. ✍

Technical Codes

- Design and layout:

How has the image of Harry and Meghan been deliberately mediated, and why? ✍

Complete Todorov's narrative theory in regard to *Heat* magazine. ✍

Explore the implications of the following representations (an example has been provided for you) ✍

Representation

➔ **Men** – Apart from Liam, who is presented as the villain in the relationship, and Harry, who is presented as part of a relationship, men do not have a lot of representation in the magazine. This could be a relatable feature to a male audience, while at the same time, according to the uses and gratifications theory, some readers might find this a 'personal identity' story and identify their situation. This is due to the core demographic of the magazine, which is female.

➔ **Women** –

➔ **Relationships** –

➔ **Celebrities** –

Newspapers —
Media Language and Representation

Identify the three main media conglomerates being referred to below

News Conglomerates

There are generally considered to be three media conglomerates that own over 70% of news publications in the UK. These are:

- _____ – *Daily Mail*, *Metro*
- _____ – *The Sun*, *The Times*
- _____ – *Daily Mirror*, *Mail on Sunday*

Note: _____ was formerly known as **Trinity Mirror** until 2018

Rupert Murdoch – owner of News UK

Major British N...

Position the following newspapers on the graph as accurately as you can: *The Times; The Sun; Daily Mail; Daily Mirror; The Guardian; Daily Express; The Telegraph*

Right wing

Politics

Left wing

| 0 | 0.5 million | 1 million | 1.5 million |

Circulation (per month) – as of 2019

Identify ways in which tabloids and broadsheets differ. One has been completed for you.

Tabloids often use layman's terms (simplistic language) and sensationalist imagery

VS

Broadsheets will often use formal language, factual evidence and tasteful imagery

VS

Provide definitions for the key terms below

Red top:

Anchorage:

News values:

KEY TERMS

Continuity:
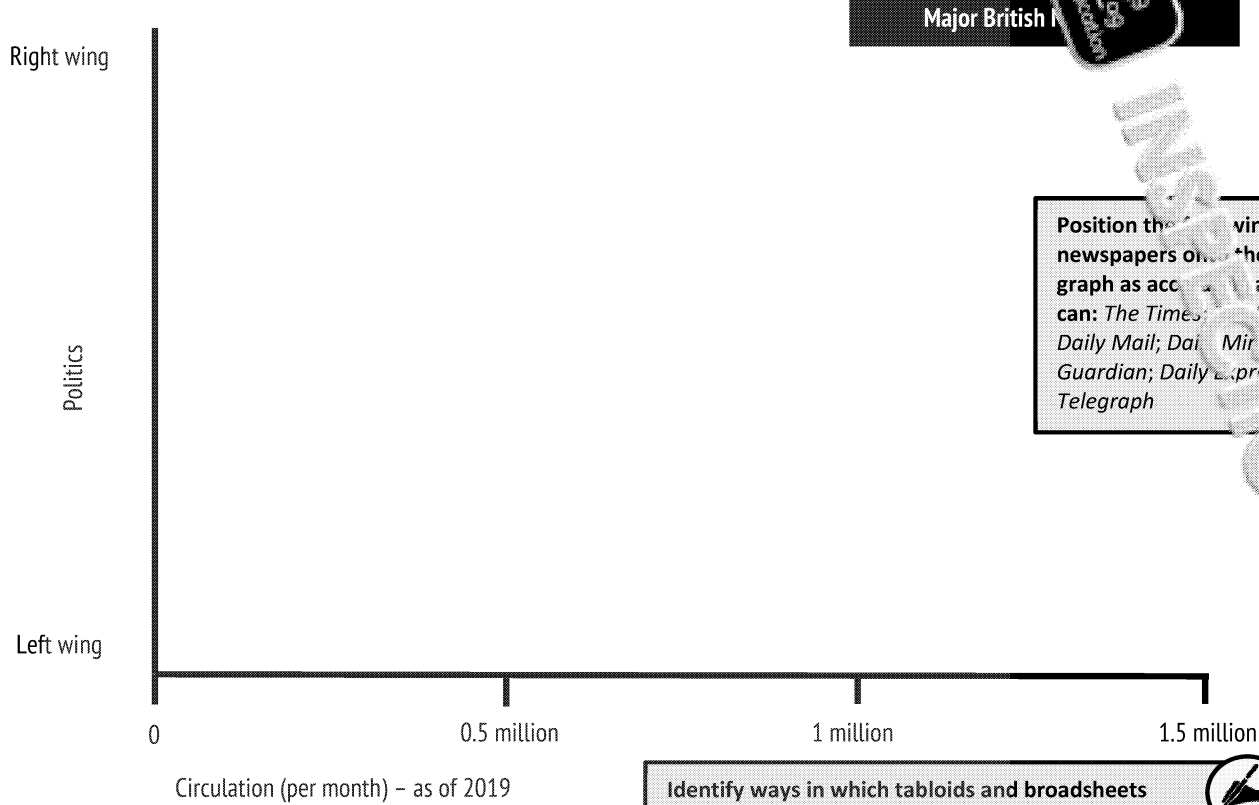
Gatekeepers:

Codes and Conventions

	The title of the newspaper, designed and displayed on the front page (usually in the top left corner)
	The title of a news article, summarising the topic (usually in a large font size and style in order to command the reader's attention)
	The name of the author (***remember:** a 'line' of text that tells you who the story is 'by'*)
	Presented in a different size or font to the rest of the article, the standfirst is a small paragraph of text summing up the story or enticing the audience to read on
	Pictures used to provide further context, suggest thought or provoke information
	A description of the image, normally in a way that relates to the story
	An important quote from the article that is enlarged and used to break up the story
	A subtitle for the article, normally expressed in a single line
	Extracts from the main text (displayed in a large font) used to break up the article and add more white space. These are utilised in the same fashion as pull quotes but they do not quote a source directly.
	The main text of the article. On many occasions this will not appear on the front page (particularly in **tabloids**).
	Information found in the newspaper that contains the publisher's information and contact information
	The story that is considered 'most important' by newspaper producers

Newspapers – context

The Institutions

Daily Mirror
Format:
Date of publication:
Average circulation:
Monthly reach online:
Core demographic:
Politics:
Ownership:

The *Daily Mirror* is the only major British newspaper to remain consistently loyal to the _____ since the end of World War II. It has remained critical of the governing Conservative Party.

The Times
Format:
Date of publication:
Average circulation:
* *The Times* no longer publishes its daily circulation figures
Monthly reach online: The Times UK is a subscription website. In 2021, Reuters Institute put the number of subscribers at around _____.
Core demographic:
Politics: _____ took a balanced approach to Brexit in terms of articles published but eventually backed _____, even though its readers were likely to vote _____.
Ownership:

The People

Gary Lineker
Gary Lineker is a sports broadcaster who has played for top British and European clubs and represented England in international competitions. As a footballer, he was the top goal scorer for three clubs: _____. He also received 70 caps for England and was awarded the Golden Boot in the 1986 World Cup. Lineker is famous for having received no red or yellow cards during his professional football career.

He presents the BBC's flagship football programme, _____, as well as providing live coverage of football matches including World Cup matches. He has also appeared in a very-well-known series of advertisements for _____, which play on his reputation as a 'nice guy'. Lineker is classed as a _____ when working for the BBC, not as a BBC employee.

Lineker regular expresses opinions on a range of issues, including politics. He is often highly critical of the _____ government.

Richard Sharp
Richard Sharp is a former banker who was appointed Chairman of the BBC _____. He worked at several international banks, including Goldman Sachs, where he managed Rishi Sunak (who was _____ when Sharp was appointed to the BBC). After an inquiry was held into the appointments procedure, he resigned, leaving the BBC in _____.

Richard Sharp has donated at least £400,000 to the Conservative Party. He also helped to arrange an £800,000 loan to _____, then Prime Minister, before he was appointed to the BBC – this was first reported in the _____ in January 2023. The inquiry into this loan is what led to his _____. The inquiry was underway when the controversy over Gary Lineker's tweets exploded.

The Events

In March 2023, Lineker criticised the UK Conservative government's policy on asylum seekers, and specifically the language being used by government ministers. He _____ Suella Braverman's (then Home Secretary) policy as _____
_____ to the rise of Hitler's Nazi party and its attitudes to Jewish people and other minorities.

Line_____ made his criticisms on _____ where he currently has 8.9 m____ followers.

Lineker's _____ents caused an uproar. Conservatives were furious, whereas some figures on the left applauded him. On 10th March, the BBC announced that Lineker would 'step back from his duties on *Match of the Day*, saying that it had 'decided Lineker will not present *Match of the Day* until there's an agreed and clear position on his use of social media'. Effectively, he was suspended.

In the next few hours, many of Lineker's colleagues announced that they supported him and therefore would not be appearing on the BBC that weekend. They included
_____
_____

The BBC's sports coverage was severely curtailed that weekend (11th March and 12th March).

On 13th March, the BBC and Gary Lineker issued coordinated statements. Lineker would return to presenting, and the BBC would _____
_____
and how they apply to freelancers who do not present news programmes.
Tim Davie stated that Lineker had agreed to abide by the existing guidelines until the

DAILY MIRROR

Media Language and Representation

The main body of text is cut off mid-sentence so the audience is encouraged to read the rest of the article on later pages. This teasing of information could be identified as an **enigma code**, according to the narrative theory proposed by Roland Barthes. The convention of then providing the page number for readers to skip to is known as a **trail**.

NRS Social Grade

Identify what each of the following **social grades stands for**. One example has been provided **for you.**

A – Upper Middle Class	**C2 –**
B –	**D –**
C1 –	**E –**

Daily Mirror – **Interactive Features**

DAILY

Mirror
Newspaper of the Year

Monday, March 13, 2023   £1.20   (90p to subscribers)

LINEKER PEACE DEAL HOPE

BACK OF THE NET?

BBC compromise should see star return to TV... & infuriate Tories

BY **NICOLA METHVEN** TV Editor

A **COMPROMISE** deal between Gary Lineker and the BBC is being thrashed out, infuriating right-wing critics who wanted his scalp.

The presenter could be back on Match of the Day next Saturday.

He was targeted by the Tories and their media allies after his tweet on the Government's migration plans.

BBC bosses Tim Davie and Ri Fund Sharp face pressure over Tory links.

Senior Conservative John Barnes said: "It seems they want to pick and choose who to be impartial"

FULL STORY: PAGES 6&7

PRESSURE Im Davis, above, and Mr Sharp

Daily Mirror © Reach PLC, 2023

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Using your knowledge of media language and newspaper codes, annotate the close study product.

DAILY MIRROR

'ACE DEAL IN SIGHT   AFTER HOST'S MOTD AXE

RICHARD SHARP BBC CHAIRMAN

OTHER STARS VOICING VIEWS

BY DAN WARBURTON

RETURN HOPES
Lineker at his home yesterday

Get in!
» Positive talks raise hopes Lineker will return to TV for weekend sport

Get out
» Calls for Tory Beeb bosses to go amid doubts over their impartiality

JOIN OUR CAMPAIGN
The Mirror has launched a petition to reinstate Gary Lineker

STARS Sugar & Nadiya Hussein

PARTIES Sharp and Gabriela

The Times
Media Language and Representation

The main body of text is cut off mid-sentence so the audience is encouraged to read the rest of the article on other pages. This teasing of information could be identified as an **enigma code**, according to the narrative theory proposed by Roland Barthes. The convention of then providing the page number for readers to skip to is known as a **turn**.

NRS Social Grade

Identify what each of the following social grades stands for. One example has been provided for you.

A –

B –

C1 –

C2 – Skilled Working Class

D –

E –

THE TIMES

Monday March 13 2023 | thetimes.co.uk | No 74042

£2.50 £2.00 to m

First for football
Arsenal storm five points clear
TheGame 16-page pullout

We made a podcast out of our marriage

BBC bosses seek truce to get Lineker back onside

'Fudge' on social media use expected to end chaos

Alex Farber Media Correspondent
Matt Lawton
Chief Sports Correspondent

The BBC is ready to allow Gary Lineker back on television amid a "fudge" involving a review of its social media guidelines. Lineker was last night expected to...

...duced a domino effect, with pundits including Ian Wright, Alan Shearer and Alex Scott pulling out of appearances.

Mark Chapman, host of Match of the Day 2, refused to appear for a second day yesterday, having missed his Radio 5 show on Saturday. The highlights pro-gramme was 20 minutes of...

The Times

News | Lineker row

BBC staff cry foul after radio

Give bosses some time to work it out

Mark Damazer
Comment

Team Gary — and what they said

Alan Shearer

Alex Scott

Micah Richards

Jermaine Jenas

Why letting Lineker go could trigger an exodus of big names

commentator is called 'scab'

n Wright

Mark Chapman

Jason Mohammad

Jermain Defoe

Kelly Somers

Dion Dublin

Both sides believe they're in the right

Analysis

Audience figures rise for shorter Match of the Day

David Brown

ADVERTISE MENT

In no more than 100 words, explain how gender roles were represented in the mainstream media throughout the 1950s

Briefly explain the difference between commercial advertising and non-commercial advertising

Briefly explain why advertisements rely on stereotypes

History of Advertising: Print advertising became a booming industry during the _____. The _____ government at the time repeated the slogan: 'Set the people_____', promising to ___ ow the general public more access to arts, entertainment and luxury. A similar technological ___ n has occurred in the last 15 years or so with the invention of YouTube, _____, _____, etc.

Fill in the missing words above
Smartphones, Conservative, free, 1950s, Facebook

Ma___ m advertisements rely far less on gender stereotypes now than they used to. However, the release of ___ ew recent adverts suggests that they still exist...
* In ___ Protein World was accused of body shaming when it released the tagline: 'Are you bea___ dy?' paired with a print advert showing a sexualised woman in a bikini
* In 20___ an air conditioning company released a billboard of a sexualised woman with the sloga___ wife is hot! Better get the air conditioning fixed'
* In 2019 ___ e released an advert encouraging men to be more emotionally sensitive and considera___ ticularly in the wake of the #MeToo movement. The ad was heavily criticised and rema___ o___ f the most disliked videos on YouTube.

Personification: When human characteristics or personality are applied to a non-human object. This can make advertising more vivid and allow audiences to view a product in a certain way.

Wordplay: Experimenting with the multiple meanings or spellings behind words creates humorous effect (often in the form of puns).

Identify the missing advertisement terms based on the definitions

Key Definitions!

_____ when elements of media language are used to invoke a highly emotional response from an audience, *e.g. adverts tackling domestic abuse may use violent images to shock the audience into recognising the seriousness of the issue*

_____ the strategy an advertising company will use to promote a particular product, service or message, possibly across multiple media platforms, *e.g. This Girl Can used a range of print and video advertisements to encourage women to participate in sport*

_____ – the promotion of a message through the media on the basis of public interest or to raise social awareness, *e.g. anti-smoking adverts*

_____ – the ways in which media producers select and mediate their content in order to appeal to a particular audience demographic, *e.g. adverts for toy lightsabres have traditionally targeted an audience of young boys*

Rhetorical question: A question that dramatically implies an ___ er without stating it, allowing t___ audience to answer for themselves.

Hyperbole: When language is used to exaggerate statements and make something sound larger or more extreme than it really is.

Alliteration: When the same consonant sound is repeated at least twice in a phrase or sentence in order to emphasise style or a ___

Intertextuality: When a media text references another text in order to shape meaning and affect audience interpretation, e.g. 'Ripe strawberries ripe' references the musical *Oliver!*

CSP 1 – OMO Advert

WHITENESS ALONE WON'T DO!

OMO makes whites Bright!

INSPECTION COPY

BOIL with OMO adds BRIGHTNESS to WHITENESS

"This'll shake you, Mother!"
Fancy saying all washing powders were the same! You can't say that any more—not after you've seen Omo-brightness. Whites boiled with Omo are more than clean and white. They're bright. Actually bright!"
Yes, she's right about Omo. This wonderful new detergent really does add brightness to whiteness.

This exciting new Omo-brightness puts ordinary whiteness completely in the shade. Many powders get things clean and white. Omo does this—and much more. Omo-boiled whites are clean, white and bright as well! Yes, brilliantly bright!
Today millions of women insist on this extra Omo-brightness, every washday. One packet—and you'll be an Omo fan, too!

OMO adds Brightness to whiteness

Use the boxes below to analyse some of the key representations constructed in the close study product

What might persuade us to buy a product?

1955

Print Adverts, Radio Adverts, Word-of-mouth, Print Billboards, News Ads, Door-to-door sellers

2019

Print Adverts, Radio Adverts, Word-of-mouth, Internet Reviews, Video Adverts, Websites, Social Media Posts, Apps, Digital Billboards and more...

ADVERTISEMENT

Identify where Vladimir Propp's character types appear in the OMO advert

Hero:

Villain:

Propp's Character Types

Princess/Reward:

Helper:

The OMO advert fails to source any of its quotes. It is unlikely that this technique would work with a modern audience. We are far too accustomed to marketing techniques and will take extra steps to

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Briefly describe how the following codes are used to create meaning in the Galaxy advert

Analysis of Galaxy

Cultural Codes:

Slogan: 'Why have cotton when you can have silk?'

Insert Shot:

Intertextuality:

Fill in the missing pieces of information below.
Mars, Inc., *Roman Holiday* (1953), Moon River, film star, feminine ideal, *My Fair Lady (1964)*, sexualised

Galaxy – Context
- Audrey Hepburn was a Hollywood

How is Audrey Hepburn represented in the Galaxy advert? Annotate the image below.

Briefly explain why chocolate advertisements tend to target women

In the Galaxy advert, Audrey Hepburn is digitally recreated using CGI (computer-generated imagery). This was achieved by Framestore, the company that produced the effects for the Academy Award winning film *Gravity* (2013).

Identify some of the arguments for and against the use of CGI technology in the Galaxy advert. A few examples have been provided for you.

Represent is significant due to the many positive representations it constructs of the BAME community

The mainstream media has a long history of either constructing damaging representations of ethnic minorities or neglecting to represent them altogether. Throughout the first half of the twenty-first century, the majority of advertisements featuring African Americans depicted them as having 'minstrel qualities' such as thick lips and bulging eyes.

Identify three major events that progressed the representation of BAME communities in the mainstream media

- **1955:**

- **1963:**

- **2013:**

ADVERTISE MENT

Briefly describe how the following codes are used to create meaning in the Represent advert

Analysis of Represent

Direct Audience Address:

Paralanguage:

Facts and Figures:

Imperatives:

Online, Social, Participatory Media and Video Games

Online media – How can we participate?

Subscription Links: This provides audiences with the opportunity to gain regular (sometimes exclusive) access to specific online content. Audiences who do this are shaping the ways in which they consume online media.

Identify three more ways in which audiences can participate in online media

Websites – Three Key Terms

Identify the following key terms based on their definitions

_____: Allows website producers to maintain a unique style of layout and presentation – encompasses elements such as colour, font, stylisation and text dimensions

_____: A term used for the empty space between text and images on a website

_____: Content the audience can immediately see without having to scroll down

Identify six more codes and conventions we find on websites

tictactoe

(New Game) 00:00:00

Gamer 1 : GO!   0 -0

Videos

Main image

HTML Links

Terms that really need to be known!

Provide definitions for the following key terms

Hypertextuality:

Immersive:

Participatory Media:

Fill in the gaps in the table

Video Game Genre	Definition	Notable examples
	Player must navigate various ledges, drops and obstacles to reach goal	Donkey Kong, Dustforce, Super Mario Bros.
	Player must compete against opponent(s) or time in transport or on foot	F1 2018, Need for Speed, Go Kart Go Ultra!
	Player must navigate landscape and achieve goal without being noticed	Assassin's Creed, Hitman: Absolution, Aragami
Rhythm Games	Challenges the player's sense of rhythm, e.g. reflexes, hand-eye coordination	
Survival Games		Slender Man, DayZ, Fortnite
Puzzle Games	Tests the player's ability to problem solve – can be visual or intellectual	
	Player must use a range of weapons to fire at an opponent / opponents	Call of Duty, Grand Theft Auto, Paintball Wars
Construction Games		Planet Coaster, Minecraft, SimCity

Representation of women in video games

Recent studies have shown that women are just as likely to play video games, even those that are designed to appeal to stereotypically 'masculine' interests. However, video games are still widely considered to be a medium for teenage boys.

Identify three negative female stereotypes often found in mainstream video games

1.

2.

List the five key stages of linear narratives, according to Todorov

Tzvetan Todorov was a Bulgarian-French philosopher who proposed that there was a repeated structure for all linear narratives. He discovered this while researching classic folk stories and fairy tales. This structure can be particularly applied to mainstream cinema:

1.

2.

3.

The two close study products concerning 'Online, social, participatory media and video games' are interesting to compare in terms of gender representation.

Explain the difference between essentialism and social construction

Marcus Rashford
Media Language and Representation

Fill in the missing pieces of information below

Context you need to know...

Mother:

Brothers:

Debut Novel:

Social Media:

What are some of the repeated traits of Rashford's social media pages? Two have been completed for you.

Social justice	Selfies with friends, family and business partners

Marcus Rashford MBE @MarcusRashford · Jul 23
At one of my lowest points, the outpouring of support around this mural really lifted me and I'm truly grateful for that. Pleased to say that all of your lovely messages will live on through the digital wall of hope. Thank you @bt_uk @WithingtonWalls #hopeunited

Marcus Rashford
July 23 at 7:27 PM
At one of my lowest points, the outpouring of support around this mural really lifted me and I'm truly grateful for that. Pleased to say that all of your lovely messages will live on through the digital wall of hope. Thank you BT and Withington Walls #hopeunited

Working link! The website makes it as easy as possible for users to access his videos, his campaigns and project lines of his collaborators.

Synchronised content across platforms so the audience receives consistent messaging. Same verbal and visual language.

Use of **phone notes** feels much more personal and much more intimate than other forms of communication. It implies that the statement is something that Marcus has written, not something his publicist or someone else wrote. This is a common celebrity convention.

MARCUS RASHFORD
ABOUT
BOOK CLUB
CAREER
PARTNERS
CONTACT

Marcus Rashford MBE @MarcusRashford · Jul 12

How are the following elements of media language used on Rashford's website and social media?

| Brand Identity	
Navigation Bar	

- Marcus Rashford's social media has attracted a huge number of followers over the years. He is considered an **aspirational figure** especially after he fought the government's plan to stop free school meals during the summer holidays.
- Marcus Rashford is using his social media to speak openly about his own struggles with **poverty** when he was a child, as well as campaigns such as **Black Lives Matter**, **Free School Meals**, **FareShare UK**, Marcus Rashford **Book Club**, **In the Box** and **End Food Poverty**.
- Marcus has directed most of his efforts toward the promotion of good causes and social campaigns rather than the promotion of commercial products and personal gain.

Analyse Rashford's online media in light of the following codes and conventions

Sound:

Sound: Non-diegetic sound

Medium Shots:
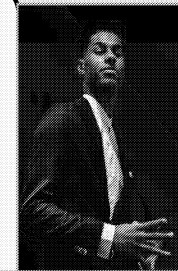
How has Rashford received criticism as well as racism for his performances as a footballer as well as for speaking out against the government?

Complete the sentence below

Representation of celebrity

- When Marcus Rashford was asked to be the **face of Burberry in 2020**, he demanded that the brand...

- **Marcus Rashford's website** is effectively used to reinforce representations of him as a...

- Marcus Rashford was already famous for his skills as a...

- **Roc Nation** saw in Marcus someone who mirrors their...

Self-representation: Most online celebrities are completely in control of the content they **select**, **construct** and **mediate**. A lot of their success will depend on their ability to construct a compelling online **brand identity**. This can then be reinforced through multiple online outlets. *Example: Marcus Rashford has various possible readings as a campaigner, political activist, family-orientated young man, successful footballer, BAME activist, role model and global influencer.*

Kim Kardashian
Media Language and Representation
'Famous for being famous'

Who is Kim Kardashian?
Nationality:

Occupation(s):

Family:

Famous (former) spouse:

TV shows known for:

Businesses / Product lines:

Political activism:

Fill in the missing pieces of information below.

What online platforms does Kim Kardashian use?

Online presence (as of June 2024):
-
-
-
-

Website

How does Kim Kardashian's

Useful terms:

Socialite:

Social influencer:

Social media content

Provide definitions for the following key terms.

MEDIA LANGUAGE

- Kim Kardashian's social media feeds are coordinated to reach a wide audience and to maintain the **consistency** of her brand. Photographs and videos of Kardashian herself are the main content, with photos and videos featuring her family, her children, her friends and her business interests interspersed. Although the photographs range from professional shots to apparent selfies, they tend to **conform to a similar style** and use a **similar colour palette**. **Photoshop or other professional editing software** is used to create glamourous images. Kim has often been criticised for overusing Photoshop to emphasise facial features or body shape.
- The main colours used in a Kardashian photo are **neutral, natural 'skin' or 'flesh' tones**. Blacks, whites and warm greys are used as accents. There are few instances of **bright colour** (such as primaries), and these are associated with her **children or with holiday photos** – the blue of the sea, for example. Kim Kardashian is usually **framed centrally**, whether alone or with another adult – only when she is with her children is she occasionally a secondary figure.
- Kim is usually shown in **expensive clothing**, often tight-fitting and/or revealing, and partial nudity is fairly frequent. Some photographs focus on her body rather than her face. The photographs are all carefully posed to emphasise Kim's figure, and often feature her own clothing and cosmetic lines or brands she has endorsed. The lighting in most of the photographs ensures a nicely defined look. Images can be **sexualised** but not overtly pornographic. To balance the semi-nudity, Kim includes photographs of her friends, family and children. She is rarely pictured with a man.
- Most posts consist of a picture with a **very short caption**, sometimes as little as one word. Posts which are **direct advertisements** for products such as Skims contain more detail.

Repeated traits of Kim's social media pages

Neutral tones

♥ 1.1M 💬 7,180

What are some of the repeated traits of Kim Kardashian's social media pages? One has been completed for you.

Self-representation: Most online celebrities are completely in control of the content they **select**, **construct** and **mediate**. A lot of their success will depend on their ability to construct a compelling online **brand identity**. This can then be reinforced through multiple online outlets.
Example: Kim Kardashian has various possible readings as a family-orientated woman, businesswoman, successful reality TV star, model, global influencer and more recently as a campaigner.

MEDIA REPRESENTATIONS
Representations of celebrity

Lara Croft Go and Kim Kardashian: Hollywood
Media Language and Representation

Below is a list of key codes and conventions from video games. Describe the form these take in Lara Croft Go. A few examples have been provided to help you

Location: A series of tombs, temples and jungles [...] are dark, dangerous and fantastical

Background: Richly textured and three-dimensional – unlike Kim Kardashian: Hollywood, the protagonist is enveloped into the background, making the [...] more immersive. Developers endeavoured to create an 'elegant board game aesthetic'.

Colour Scheme:

Soundtrack:

Actions:

Antagonists:

Rewards:

Function:

Analyse the ways in which the character of Lara is represented [...] Lara Croft Go. Use the image to help you in your analysis.

Costume: Some argue that Lara Croft is sexualised by her outfit (tight-fitting, minimal clothing). Others would contend that the costume has been designed based on practicality and that there are opportunities to change the character's costume

---

Fill in the missing pieces of information below

Context you need to know…

Date of Release:

Developer:

Genre:

Platforms:

Summarise the narrative structure of Lara Croft Go in three stages

1.

2.

3.

Provide definitions for the following key terms

Franchise:

Personalised Avatar:

Capitalism:

How would you describe the framing and camera movement for Kim Kardashian:

Fill in the missing pieces of information below

Context you need to know…

Date of Release:

Developer:

Genre:

Platforms:

Costumes that appear [...] were all pre-approved by Kim Kardashian herself throughout development

Identify two more ways in which Kim Kardashian: Hollywood might be controversial in terms of the representations it constructs

Underrepresentation: The characters are all 'conventionally' attractive – they are all slim, stylishly dressed and heavily made up. Most characters are aged between 18 and 30 and there is little variety in terms of appearance

---

MAIN CHARACTER – REPRESENTATION

Level 22   20   325,530

Kim Kardashian
I LOVE what you've done with the place!

Your Home

Kim Kardashian: Hollywood © Glu Mobile, 2014

Analyse the ways in which the character of Kim Kardashian is represented in Kim Kardashian: Hollywood. Use the image to help you in your analysis.

Below is a list of key codes and conventions from video games. Describe the form these take in Kim Kardashian: Hollywood. A few examples have been provided to help you.

Kim Kardashian: Hollywood – Codes and Conventions

Location: Central Hollywood, a consumerist city brimming with high-end fashion shows, luxury mansions and glamorous parties

Background: Changes depending on location – consistently two-dimensional, uncluttered and colourful
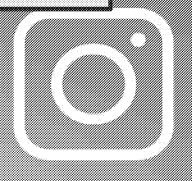
Colour Scheme:

MEDIA INDUSTRIES

Media Conglomerate:

Provide definitions for the following key industry terms

Vertical Integration:

Horizontal Integration:

Synergy:

Cross-platform Marketing:

Viral Marketing:
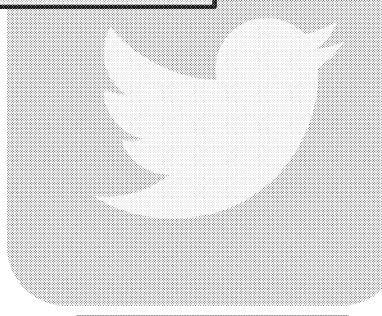
In what years were these social media sites founded?

Instagram Founded:

Facebook Founded:

Twitter Founded:

Provide an example of how sites such as Facebook and Twitter can be used to market a media product

Every media product goes through three general stages...

Identify the names given to the following three stages

_____ – The initial construction of a media product – Writing, shooting and editing a film

_____ – The delivery of a media product through the appropriate platforms – Stocking newspapers in shops/Delivering papers to houses

_____ – The audience's experience of 'consuming' the media product – Playing a video

Identify as many production stages as you can. Two examples have been provided for you.

Organising Elements

Creating Content

Production Stages

Explain the differences between mainstream media production and independent media production. What effect does this have on production values?

How are different media products distributed?

List the ways in which each media form can be distributed. An example has been provided to help you.
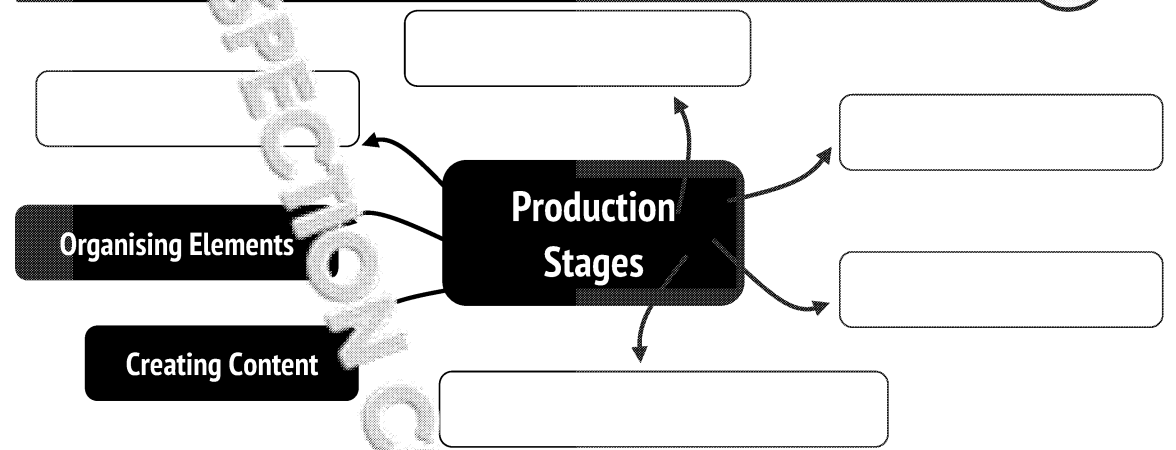
Media Form	Methods of Distribution
Magazines	Online Editions, Delivery through subscription, Shops stocking physical copies,

Regulation

Briefly summarise the difficulty of regulating online media

MEDIA AUDIENCES

Provide definitions for the following key audience terms

Active audience:

Passive consumer:

Mass audience:

Niche audience:

A demographic

Fill in the missing keywords. empowers, Blumler, select, passive, Katz

The **Uses and Gratifications** model was originally proposed by **Jay** _____ and **Elihu** _____ in 1974. These theorists developed the model based on the idea that media audiences are not _____. On the contrary, audiences have the ability to _____ what media they consume based on their own needs and desires. To a large degree, this theory _____ audiences by suggesting that media producers acknowledge the requirements of an audience and fulfil these requirements in order to prevent their products from being left without an
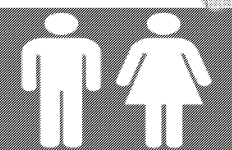
Identify the four key categories of the uses and gratifications theory

Uses and Gratifications

Demographics

Media products tend to establish target audiences based on the following demographics

Identify four key audience demographics in the media

In no more than 100 words, summarise the effects debate. Use a historical example in your answer.

Provide a definition for each of Stuart Hall's readings

Stuart Hall – Reception Theory

It is widely agreed that media producers **encode** messages into their products in order to invoke a particular response from the audience

The audience in turn will <u>decode</u> these messages. However, they will not always do this in the way the producers intended

---

Newspaper: Audience and Industry

Identify some of the traditional ways in which newspaper readers might become active audiences

Identify some of the contemporary ways in which newspaper readers might become active audiences

Describe some of the ways in which newspaper audiences have become more active over time

How newspaper audiences have become more active over time

Complete the theories below in regard to newspapers

The vast majority of newspapers in the UK have experienced a steady decline in profits throughout the past several years. This is mostly down to the increasing availability of news on alternative platforms such as online search engines, in phone apps and on social media. For instance, look at the **readership*** figures for the *Daily Mirror* when broken down into its separate platforms (10/19):

Print: 1,032,000
Mobile: 4,092,000
Digital: 4,300,000

These figures suggest that print media is becoming less and less significant.

*Remember, circulation refers to the number of people who pay to consume a newspaper. Readership refers to the total number of people who end up reading the newspaper.

How has digitisation affected newspaper circulation?

Provide definitions for the following key terms

Gatekeepers

What is a 'free press'?

REGULATION OF UK NEWSPAPERS

Until recently, British newspapers and magazines were regulated by the Press _____ Commission (PCC), a body of voluntary representatives of each major publisher. However, the PCC was disbanded in _____ following the infamous phone-_____ scandal in which the private voicemail messages of various celebrities, politicians and murder victims were illegally accessed and listened to. Much of this misconduct was discussed and exposed in the _____ Inquiry, an investigation into the ethics of the British press announced by Prime Minister _____ _____. It was agreed in the inquiry that British news publications should be _____ but ultimately monitored by an _____ organisation that has the liberty to respond to public complaints and hold British publications to proper professional standards. Most British newspapers are now regulated by the _____ Press Standards Organisation (IPSO), an independent body created to advise journalists and editors of appropriate ethical approaches, uphold standards and handle complaints from the public in a fair and balanced way.

The role of IPSO is to:
✓ Regulate 1500 print and 1100 online titles.
✓ Listen to complaints about press behaviour.
✓ Help with unwanted press attention.
✓ Advise publication editors.
✓ Provide information to the public.
✓ Provide a journalist whistle-blowing hotline.
✓ Low-cost arbitration between complainants and publications.

NEWS OF THE WORLD
Edition number 8,674
the world's greatest newspaper 1843 - 2011
HARRY'S RACIST VIDEO SHAME
THANK YOU & GOODBYE
After 168 years, we finally say a sad but very proud farewell to our 7.5m loyal readers
INSIDE: 48-PAGE SOUVENIR PULLOUT

News of the World: © News International, 2011

Provide three more points from the

	2019	2018	2017	2016	2015
Daily Circulation (January)	508,705	583,192	724,888	809,147	922,235

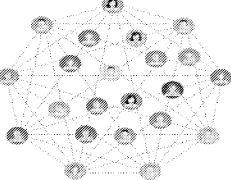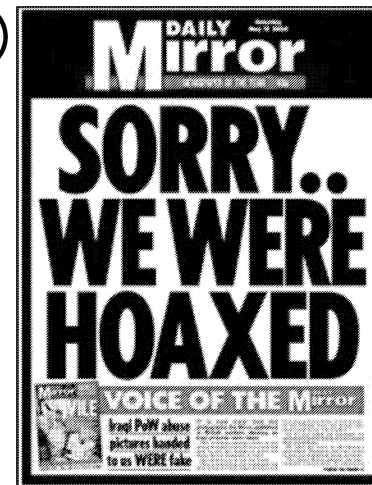**Political Allegiance**
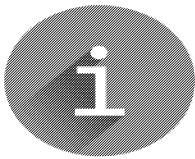
Uses and Gratifications

Explain how the *Daily Mirror* fulfils the uses and gratifications of its audience

(i)	The *Daily Mirror* provides **information** by
	The *Daily Mirror* provides **entertainment and diversion** to its readers by
	The *Daily Mirror* appeals to its audience's sense of **personal identity** by
	The *Daily Mirror* encourages **social interaction** by

Daily Mirror © Reach PLC, 2004

Briefly summarise the historical controversy surrounding the *Daily Mirror* and its practices

Daily Mirror's Owner

In no more than 100 words, explain how the *Daily Mirror*'s ownership changed in 2018

In no more than 100 words, summarise the history of the *Daily Mirror*'s political allegiance

List some of the tactics used by the *Daily Mirror* and the risks of these tactics

Tactics used	• Bright flashy colours
The risk of these tactics	• Perceived lack of quality

Identify three more points that make up the *Daily Mirror*'s core demographic

Core Demographic

The *Daily Mirror*: Stuart Hall's Audience Reception Theory

Decide whether each person is likely to have a preferred, negotiated or opposed reading of the *Daily Mirror*

Fill in the missing keywords below. *Sunday*, News UK, 80p, broadsheets, subscription, *The Sun's*

As of October 2019, a printed copy of the *Daily Mirror* costs _____ from Monday to Friday and **£1.30** on a Saturday. A copy of the _____ *Mirror* currently costs £1.60

Anti-Brexit

BREXIT

The Times – Industry and Audiences

Explain how *The Times* fulfils the uses and gratifications of its audience

The Times provides **information** by

The Times provides **entertainment** and **diversion** to its readers by

The Times appeals to its audience's sense of **personal identity** by

The Times encourages **social interaction** by

Answer the following questions:

i) Which British newspaper currently has the highest circulation figures?

ii) What is currently the British 'quality' newspaper with the highest circulation figures?

iii) What is unique about *The Times'* print sales compared to those of other British newspapers?

Identify three more points that make up *The Times'* core demographic

Socially Liberal

Age 35+

Daily Circulation (January)	2019	2018	2017	2016	2015
	417,298	440,558	451,261	404,155	396,621

Ageing out audiences:

Provide a definition for the following terms

Pressure Group

Describe the objections certain pressure groups have had to Rupert Murdoch

Provide an argument for *The Times* being politically biased
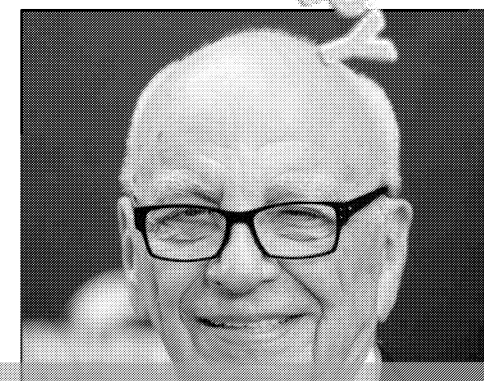
Yes:

Provide a counterargument for *The Times* being politically biased

No:

Fill in the missing information below. £1, exclusivity, *Sunday*, trial, £26, £43.33

The *Times* Online

- Audiences can pay a weekly subscription in order to access all digital content from *The Times* and *The* _____ *Times*
- As of October 2019, the subscription costs _____ per

Answer the following questions

i) *The Times* originally became popular among which group?

ii) Which company bought *The Times* out in 1981?

iii) Who currently edits *The Times*?

iv) '*The Times* is currently the oldest daily newspaper in Britain.' True or false?

v) What was *The Times* originally called when it was first founded?

Summarise the function of the 'Murdoch Empire' within the newspaper industry

PARENT CONGLOMERATE: NEWS CORP

PARENT COMPANY: NEWS UK

PUBLISHER:

FILM INDUSTRIES

Where would the remaining stages of production appear in the table below?
The budget is decided / Shooting locations are selected / The film is edited / Any sound effects or soundtracks are added / The film is distributed; usually through cinema screenings or streaming services

THE IMPORTANCE OF A GOOD WEBSITE

Audiovisual Material:

Technical Information:

Critical Reception:

Analyse the ways in which the following codes and conventions are used on the official website for *Spider-Man: Into the Spider-Verse*. This question will require you to visit the website.

HOME FILMS GALLERY ABOUT CHARACTERS PARTNERS AUGMENTED REALITY FEATURE

SPIDER-MAN
INTO THE SPIDER-VERSE
NOW PLAYING
IN 3D AND REAL D 3D
WATCH TRAILER
"SWEET, SERIOUS AND IRREVERENT"
- Justin Chang, LA TIMES

Identify the eight content categories considered by the BBFC

1
2

Link to Website: *https://sites.sonypictures.com/spiderverse/site/*

British Film Regulation

Age ratings applied to films in the UK are

Uc   U

Sponsorship:

Interactive Features:

Narrative and Character:

Circle the statement below which is describing horizontal integration

Disney is a media conglomerate that owns both its films and the merchandise associated with these films

Disney has bought film franchises such as Star Wars and The MCU, thus reducing competition from other studios

Distribution company

Sponsorship

Key Stages of Mainstream Film Production

Key Stages of Mainstream Film Production
Rights are purchased; particularly as so many modern films are based on existing properties or franchises
The script is written
The cast and crew are hired
The production schedule is created
If necessary, digital effects are added
Marketing campaigns are launched
Trailers, TV spots, promotional interviews, press packs and posters are released for public consumption

Syndication

Black Widow
I, Daniel Blake

Fill in the missing pieces of information

Black Widow – Fact Sheet

Production Company:
Budget:
Director:
Distributors:
Box Office:
Producer:
Release Date:
Age Rating:

I, Daniel Blake – Fact Sheet

Production Companies:

Budget:
Director:
Distributors:
Box Office:
Producer:
Release Date:
Age Rating:

Provide definitions for the following key terms

*Auteur:

*Austerity:

Identify which actors are being described in the boxes below

Star power was a significant part of *Black Widow*'s financial success

_____ was part of the Marvel Universe from the beginning and an established character. She was the world's highest-paid female actor in 2018 and 2019 and has featured a number of times in Forbes Celebrity List. She has been included in the list of the 100 most influential people of 2021. She has starred in a number of films, such as *Lucy* and *Lost in Translation*.

The director and Australian film-maker _____ is the second female director in the MCU, directing a female lead character, after *Captain Marvel* release in 2019, directed by Anna Boden.

_____ is an established, multi-award-winning British actor. She has her own fan base.

_____ is an up-and-coming actor who has impressed the audience with her performances, especially in *Midsommar*.

I, Daniel Blake © Sixteen Films, eOne Films, Why Not Productions, Wild Bunch, BBC Films, 2016

Annotate the posters below. What do they tell us about the film's main selling points?

Black Widow © Marvel Studios, 2021

List two more reasons why *Black Widow* is a 12A

The film belongs to the fantasy/adventure/science fiction genre – It isn't necessary to depict the harsh realities of life

List two more reasons why *I, Daniel Blake* is a 15

The film has a low budget. It can appeal to a niche audience and still make its money back

Radio Technology

The first major form of radio technology was **AM** (_____ modulation) broadcasting. This method of transmitting radio was being developed in the early _____ and is still used today by stations such as _____ and talkSPORT. This technology began to fall out of fashion in the _____ when **FM** (_____ modulation) broadcasting began to attract attention. For _____ this maintained its position as the most widely used method of radio broadcasting. BBC Radio 1, BBC Radio 2 _____ dio 4 still use it. The most common types of radio transmission used today are _____ or **DAB** (_____).

Identify three ways in which FM is better than AM

1.
2.
3.

Identify three ways in which DAB is better than FM

1.
2.
3.

Are there any disadvantages to DAB radio?

Overall, DAB Radio enables audiences to choose from a vast range of stations and to consume radio from any location. This is what makes it such a popular way of transmitting radio.

Radio

Key Definitions

Provide definitions for the following key terms

Public Service Broadcaster:

Commercial Broadcaster:

Rearrange these key events into chronological order

The History of UK Radio

- _____ – First FM broadcast by the BBC
- _____ – The BBC launches several channels designed exclusively for DAB transmissions, *e.g. BBC 1 Xtra, 6 Music*
- _____ – The BBC (British Broadcasting Corporation) transmits its first ever radio broadcast
- _____ – First transistor radio goes on sale in the UK
- _____ – The BBC begins to make use of DAB transmissions
- _____ – By **Royal Charter**, King George V approves the BBC as a media platform designed to entertain, educate and inform the British public

Radio Regulation

Ofcom (the Office of _____) is the regulatory body that oversees the UK's mass communications industry from broadcasting to _____ and postal services. Ofcom is responsible for setting the standards that all businesses are expected to abide by and for addressing any _____ raised by audiences. Any mass communications company that breaches set standards can receive _____ from Ofcom ranging from large fines to broadcasting suspensions.

to Remember about Ofcom

- Ofcom has the responsibility of reg____ting the _____'s content. The organisation achieves this by setting out a framework of conditions that all this _____nel's content must adhere to.
- Ofcom states that content which is likely __ harm or damage the development of under _____ (physically, mentally or otherwise) shou__ __ be broadcast
- Very much like the BBFC (British Board of _____), Ofcom bases its judgement of potentially harmful content on the following factors: the _____ring of drug taking or illegal substances; violent or dangerous behaviour; bad language; sexual acts; nudity ___ in the case of Ofcom, depictions of exorcisms and the paranormal

Key Fact: Podcasting is one of the fastest grow___ __dia industries. In 2018, one in four people listened to podcasts.

List additional examples of audience appeal offered by radio

Subject-specific entertainment

Audience App___ of Radio

Information

Radio 1 Launch Day

Provide a definition for the term 'diversification'

Fill in the missing information below
London, sound, 21, pirate, Radio 1

Tony Blackburn – Fact Sheet

- Blackburn started his career as a _____ ra___ dio _____ and Radio Caroline. He was just _____ s old.
- Blackburn was the first ever disc jockey to present BBC _____
- The first words out of Blackburn's mouth on BBC Radio ___ ere: 'And good morning everyone! Welcome to the exciting new _____ of Radio 1.'

Briefly describe the BBC's practices as a public service broadcaster

Complete the sentences below

Bauer Media Group (BMG) is the conglomerate owner of...

BMG is a German multimedia conglomerate headqu_____. It operates worldwide and owns more than... magazines, over... dig_____ ___s and... radio and TV stations. Bauer has a workforce of approximately... in... countries.

BMG has acquired a number of magazine and radio brands from across the ___. This has led to concerns from governments and regulatory bodies about...

As a market leader, BMG can now negotiate huge commercial deals with adve_____ ___se ___ because...

This multinational cross-media group owns numerous magazine and radio brands but a__ o ha interests in... The KISS Network is made up of...

KISS Breakfast is a daily breakfast show airing at 6am Monday to Friday and hosted by...

Jordan and Perri – Fact Sheet

- Jordan Mayowa Banjo and Perri Luc Kiely are British street dancers and TV and radio presenters. They are best known as members of the dance troupe Diversity, who formed in 2007 and won the third series of *Britain's Got Talent* in 2009.
- Perri Luc Kiely also finished runner-up in the 12th series of *Dancing on Ice* in 2020.
- In summer 2013, Jordan and Perri hosted their own television show called *Jordan and Perri's Ultimate Block Party*, which saw them transform a club (a swimming team, a youth club, etc.) into a dance troupe.
- It was announced on 17th February 2014 that Jordan and Perri would be the UK hosts for the Nickelodeon Kids' Choice Awards.
- On 3rd August 2020, Banjo and Kiely began presenting the radio show KISS Breakfast every weekday from 6am, replacing Tom Green and Daisy Maskell.

Describe a typical preferred reading someone could have made o___ t__ Radio 1 Launch Day back in 1967

Describe a typical opposed reading someone co___ d have made of the Radio 1 Launch Day back in 19___

Fill in the missing information below. Scrapped, Home Service, younger, Th___ Thi___ Programme, needle time, Light Programme, Invasion, five, offences, Marine, employed, co_____tion, territorial

Context Box for Radio 1 Launch Day – September 196__

Before the launch of Tony Blackburn's breakfast show, the BBC only offered three se____es to the general public:

- _____: Regional programming, news, drama, political discussion , information programmes
- _____: Light-hearted discussions, soap operas, sitcoms, occasionally tame pop music
- _____: Cultural content for 'educated audiences', jazz and classical music, arts and poetry

No attempt was made to target _____ audiences, who were beginning to become aware of new music genres such as rock 'n' roll and British _____. The enforcement of

Describe how active and passive audiences may engage with KISS FM

Passive audience:

Active audience:

Fill in the table by identifying the uses and gratifications audiences can receive from watching music videos

Uses and Gratifications	Radio 1 Launch Day	KISS FM
Entertainment/Diversion	★	★
Information	★	★

MUSIC VIDEOS: INDUSTRY AND AUDIENCES

Royalties – Money paid to the producer of a media product every time their work is sold or exhibited

---

There are three notable record labels that have ownership over numerous smaller record companies. These labels have experienced **horizontal integration**.

Identify the three main record labels

_____ : Arista Rec___ ___bia Records; Epic Records

_____ : Capitol Records; EM_ ___fen Records; Island Records

_____ : Atlantic Records; Asyl__ ___ords; Elektra Music Group

Answer the following questions

i) What does the Parental Advisory Scheme do?

ii) What is the BPI responsible for?

iii) How do record labels ensure their music is distributed to a___propriate audiences?

iv) The BBFC is responsible for the music videos that are released…

v) In 2013, the BBFC started working with which two streaming plat___rm_ in order to improve online safety for viewers?

Identify what each of the following contributors is responsible for

Music Industry: Key Contributors

Composers – responsible for the instrumental arrangement of an artist's song (sometimes this is the artist themselves).

Songwriters –

List of ways in which music videos can be accessed

- Music television channels (e.g. MTV, 4Music, Trace)

1.

2.

3.

4.

List four more ways in which music videos can be accessed

Identify five main content indicators the BBFC considers before classifying music videos

1.
2.
3.
4.
5.

In no more than 100 words, explain the purpose of PPL licences

---

Rearrange these key events into chronological order

The launch of YouTube

_____ – *The Ja__ ___er* became the first ever 'talkie' (film accompanied by s__nd) – this included a musical

_____ – The laun__ of MTV (the first music video TV

_____ – The release of ___'s visually stylish video for 'Bohemian Rhapsody' is th___g__ to have shaped the music video as w__no__ it today

_____ – The lau___ of Vimeo

_____ – Tony Bennett's 'Stranger _ ___radise' was released – this is thought by many to be the fi__ __roper music video

---

Provide definitions and examples for the three main types of music video

Narrative Video:

Performance Video:

Conceptual Video:

Identify more ways in which audiences can actively engage in music 'fandom'

Collecting rare editions   ___eping old concert tickets   Replicating the fashion sense of certain bands and artists

Examples of audiences actively engaging in

ARCTIC MONKEYS
I BET YOU LOOK GOOD ON THE DANCEFLOOR

YouTube Views

1.1 billion ➡

⬅ 50 million

BLACKPINK
HOW YOU LIKE THAT

Fill in the missing information below

Fill in the missing information below

Arctic Monkeys – Fact Sheet

Formed: _____
Record Label: _____
Members: Alex Turner (lead singer); Matt Helders (drummer); Jamie Cook (rhythm guitarist); Nick O'Malley (bass guitarist)
Genre: _____
_____
First UK Number One: _____
_____
Major Achievement: In 10 years, the band have received 20 NME awards and 7 Brit Awards

Compare the use of direct audience address in the two close study products

YouTube Subscribers

Instagram Followers

Twitter Followers

...fy Followers

... Followers

Demographics

Psychographics

Formed:
Record Label:
Members:

Genre:
UK Charts:

Major Achievement:

Reality Show:

Identify two ways in which Blackpink have used social media

To this day, **The Beatles** are considered by many to be the biggest pop band in history. In many ways, they emerge as a middle ground between the heavily manufactured Blackpink and the authentic Arctic Monkeys.

Use the boxes below to identify the similarities between the Beatles and the two close study bands
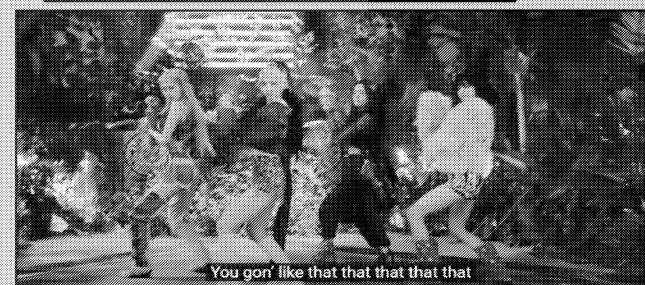
Like Arctic Monkeys...
- The band members wrote their own material

Like Blackpink...
- The Beatles achieved huge commercial success

Describe three more steps taken by Arctic Monkeys that led to their success

Arctic Monkeys –Steps to Success ➡ The band began gigging and recording music in their home city of Sheffield

Describe three more ways in which fans helped Arctic Monkeys achieve commercial success ➡ Fans bought the early demo CDs and file-shared them over social media platforms such as Myspace

Analyse the visual aesthetic of 'How You Like That'. Use the image to help you.

You gon' like that that that that that

'How You Like That' (Blackpink) © YG Entertainment, 2020

Video Game REGULATION

Fill in the missing keywords
European, regulator, ratings, Software, Pakistan

PEGI (Pan European Game Information) is the European _____ for video game content. The organisation's central aim is to create video game _____ w___ protect minors against harmful content. The PE__ standards by which video games released in countr___ ___ in the _____ Union are regulated. This also applies to several other countries including _____, Israel ___ India. Germany is one of the few exceptions as its video ga___ content is regulated by the **USK** (Entertainment _____ Self-regulation Body).

The PEGI organises games into six age classifications:

| 3 | 7 | 12 |
| 16 | 18 | PG |

Complete the list of content indicators the PEGI considers before assigning classification

Discrimination

USES AND GRATIFICATIONS
MOBILE GAMING

List the uses and gratifications of mobile gaming

- **Entertainment/Diversion:**

- **Information:**

- **Personal Identity:**

- **Social Interaction:**

Online Media and Video Games
INDUSTRY AND AUDIENCE

Remember: It is the **Video Standards Council Rating Board** that is actually responsible for

Identify whether the following fast facts are true or false (circle the correct audience)

FOR THE PAST SEVERAL YEARS, THE VIDEO GAME INDUSTRY HAS HAD A HIGHER TURNOVER THAN THE HOLLYWOOD FILM INDUSTRY – TRUE/FALSE

Listed below are some of the ___si__e effects online media can have on au___en__. Identify some of the negative effects.

Positives: More social interaction; great__ ac__ss to career opportunities; enables communicat___ __th like-minded people; offers access to more infor___ (particularly on an international scale); entertaining in many ways (GIFs, memes, games, etc.)

Negatives:

Fill in the missing keywords
Tencent, competition, conglomerates, stakes, profits, *Epic*

Video Game – Ownership
Because gaming is such a financially successful media industry,

20% of people in the UK spend over **20/40** hours a week online

On average, British people check their smartphones once every **12/24** minutes

95% of **16–24/25–50**-year-olds now own a smartphone

The majority of people now expect there to be Internet connection wherever they go

2018 was the first year in which **women/men** spent more time online than **men/women**

Cross out any incorrect information from the facts above

Top Tip: It is not necessary for you to learn all of these statistics! However, they offer good insight into the ways in which online media is currently influencing our lives. One or two of these statistics can also be used to support your arguments in the exam.

Provide definitions for the following key terms

Convergence

Freemium

Paymium

Marcus Rashford
Industry and Audience

Explain what is meant by the cultivation theory. How does this apply to Rashford's audience?

Identify four more ways in which Rashford targets his audience

Uses an informal tone when he is writing his posts

Rashford's Target Audience

Gender:
Age:
Class Bracket:
Generation:
Psychographic Qualities:

Fill in the missing information

AUDIENCE'S POSITIONING

The audience is positioned as **passive**, allowing the media text to simply deliver its message unchallenged initially. However, if the media text is created with an **active** audience in mind, then Marcus Rashford is providing opportunities for participation or to take a more **negotiated view** of the message that is being delivered.

Describe why an audience might have an opposed reading of Rashford's content

List uses and gratifications audiences can receive from consuming Marcus Rashford's online content (a few examples have been provided for you)

Social Interaction
- Marcus will often tweet about **social issues** or will **respond to football fans** about how he feels when his team loses; for example, when he tweeted that he felt embarrassed when Manchester United lost.

Information
- **Promoting campaigns** that he is supporting and posting links on where his followers can go in order to show their support as well.

It is testament to Marcus's efforts that he managed to overturn a government decision to stop free school meals, by going public about his struggles and sending a letter to the prime minister.
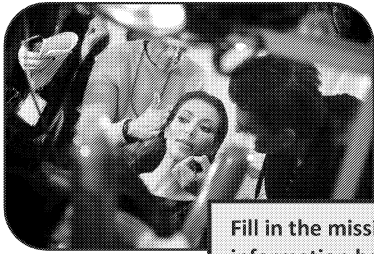
Marcus Rashford boosts his viewership by **collaborating** with companies such as **Burberry**, **Calvin Klein**, **Nike and NatWest**. Part of the deal with Burberry was to help young people develop their literacy skills, while NatWest has announced a major new partnership intended to further its efforts to help young people to thrive and reach their goals sooner. NatWest and Marcus Rashford MBE are working together to co-create a programme designed to support young people in communities across the UK to learn about and develop a positive relationship with money. The programme will connect them to role models with shared lived experiences who can mentor and inspire success and help them achieve their goals.

How are the companies that collaborate with Marcus Rashford making money?

Marcus Rashford is a Manchester United footballer and part of England's national team

Disadvantages of collaborating with Marcus Rashford

Kim Kardashian
Industry and Audience

Explain what is meant by the cultivation theory. How does this apply to Kim Kardashian's audience?

Identify three ways in which Kim Kardashian targets her audience

How does Kim Kardashian target her audience?

Describe why an audience might have an opposed reading of Kim Kardashian's content

Fill in the missing information below

Kim Kardashian Target Audience

Gender:
Age:
Class bracket:
Generation:
Psychographic qualities:

AUDIENCE'S POSITIONING

The audience is positioned as **passive**, allowing the media text to simply deliver its message unchallenged initially. However, if the media text is created with an **active** audience in mind, then Kim Kardashian is providing opportunities for participation or to take a more **negotiated view** of the message that is being delivered.

List the uses and gratifications audiences can receive from consuming Kim Kardashian's online content (a few examples have been provided for you)

MEDIA AUDIENCES
Uses and gratifications of Kim Kardashian content

Social Interaction
- Personal relationships: without a dedicated website, fans of Kim Kardashian do not have access to the same kind of community as (for example) Taylor Swift fans.
-
-
-

Information
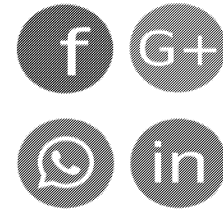**Surveillance**: Kim Kardashian, her family and friends are celebrities – by following them, her audience feel that they are keeping up with fashion and celebrity news.
-
-

Personal Identity

MEDIA INDUSTRIES

Instagram is primarily a photo and video sharing service, offering its users inbuilt filters and editing. Users can share photos and 'reels' publicly or with a designated groups of followers, like and share other posts, and organise content using hashtags (including geographical tagging). 68% of users are female, and users tend to be younger than Facebook users, older than TikTok users, and urban rather than rural (at least in the USA). Instagram was bought by Facebook (now Meta) in 2012 for a reported $1billion.

Meta platforms (formerly Facebook Inc) is the largest social media company in the world, owning and operating (among others) Facebook, Instagram, WhatsApp and Threads. There are concerns that Meta, by acquiring WhatsApp and Instagram, is approaching a monopoly in the US social networking market.

TikTok is a short-form video-hosting platform owned by Chinese company ByteDance. It has become one of the world's most popular websites, with a younger audience than Facebook or Instagram. Like most social media platforms, TikTok gathers data about its users, giving rise to security concerns, especially in Europe and the USA, given the potential for influence and control by the Chinese government.

Concerns about social media platforms
-
-
-
-
-
-

What are six concerns about social media platforms?

How are the companies that collaborate with Kim Kardashian making money?

Industries and Audiences

The Making of the CSPs

Fill in the missing keywords below
Hit _____, _____, *Final Gold Master*, 18, *Tomb Raid*____, _____, costumes, *E-lister*, multiple, acces_____ franchise, go-brainer, engine

Kim Kardashian: Hollywood

- Originally pitched by Niccolo de Masi (_____ of Gl_____e) who approached Kim Kardashian with the idea
- Kardashian herself was present throughout production app_____ing the _____ and _____ that would appear in the _____
- The game's development took approximately _____ths
- Kardashian and de Masi were apparently in constant comm___ica__on. The former also approved the milestones that the avatar goes th_____ i.e. *from _____ to _____.*

Lara Croft Go

- Square Enix achieved success with_____, a puzzle-based adaptation of a popular _____ in 2014
- The team behind this immediately saw the _____ franchise ___ the next step – they called it a '_____'
- The team of approximately 10 were inspired by the design elements of the original games as opposed to its _____
- Unity game _____ was used to build the game. This enabled a fast development process that would also ensure the game could be supported on _____ platforms.

Answer the following questions

Lara Croft as a franchise

i)   In what media product did the

SUCCESS OF THE GAMES

Complete the following sentences by inserting one of the close study products

_____ earned $1.6 million within the first five days of release

Within one month of release, _____ appeared on the Top 5 Games list of the iOS App Store

_____ won the Apple Design Award 2016 and Best Mobile Game at the 2015

In no more than 50 words, explain how media convergence contributes to Kim Kardashian's success

Monetisation

Criticisms of Lara Croft Go

Identify three m___ ___ys in which Lara Croft Go was critic____ ___iences and critics

- Questionable difficulty (some fo___ ___ too easy, others too difficult)

Fill in the tab___ by identifying the uses and gratifications audiences can receive from consum___ ___ two close study products

Uses and Gratifications	Lara Croft Go	Kim Kardashian: Hollywood
Entertainment	•	•
Information	•	•
Social Interaction	•	•