

# Topic on a Page for GCSE AQA Media

Media One, Sections A and B

Exploring Media Language,  
Representation, Industries & Audiences

Fourth Edition, October 2024

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**Activity Posters are provided for each of the above**

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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 34 revision mind maps in total which relate to the close study products for assessment from **2026**.

## Remember!

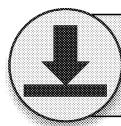
Always check the exam board website for new information, including changes to the specification and sample assessment material.

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: 1 — 33

*All mind maps are provided in A3 and A4 formats.*



Pages from this resource which are relevant to the set products for **2025** assessment are temporarily available on the ZigZag Education Support Files system, which can be accessed via [zzed.education.uk/productsupport](https://zzed.education.uk/productsupport)

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.

## Fourth Edition, October 2024

Changes have been applied across the resource to account for the changes to the set products, for assessment in 2026 including new content for *The Times* and *Daily Mirror* close study products and the replacement of Kim Kardashian: Hollywood with BLACKPINK: The Game.

# 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

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

**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*




## Vladimir Propp- Character Types

1. **Hero**- The protagonist of the story- Embarks upon a journey motivated by the lack or loss of something
2. **Villain**- An antagonistic character who wants to ruin the hero's journey
3. **Donor**- 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



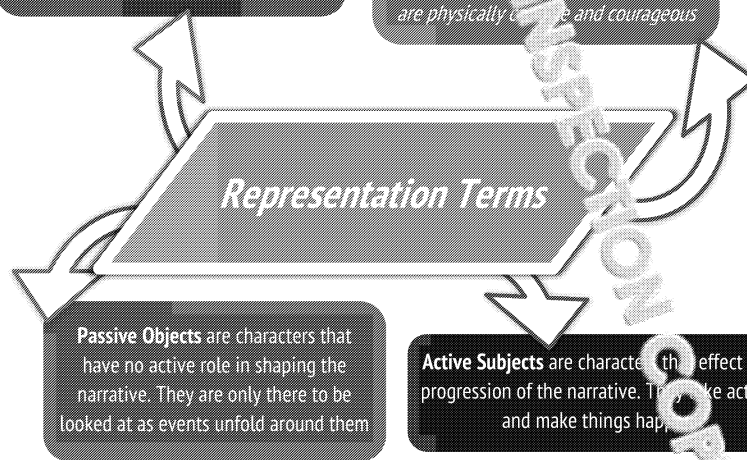
# MEDIA REPRESENTATION

When it comes to analysing representation in 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 you may wish to refer to in your analyses:

Gender	Ethnicity	Age
 <p>In 2017, there were a huge series of accusations from women accusing powerful men in the media of sexual harassment 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</p>	 <p>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 US African-American community</p>	 <p>Traditionally in the media, children were often depicted as helpless and in need of saving. Particularly 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. <i>Stranger Things</i>, <i>Pokemon</i></p>
<p>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</p>	<p>The Black Lives Matter movement was founded in 2013 following a number of unprovoked shootings by police on African-Americans in the USA</p>	<p>Teenagers were historically depicted either as stropky 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 <b>millennial</b> generation, largely defined by concerns</p>

**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*

**Counterstereotypes** 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*



## 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

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**.

**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.



## 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

### Main Image Address

Directly address star makes eye contact with the viewer

### 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 headlines

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 or not

**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

## Main Coverline

Coverline

Coverline

Puff

## Sell line

Strapline

Coverline

Tag

Image

# Language

## 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 to 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, upper-class women.

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.

Shot Tone

### 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 confident 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.

Facial Expression

## Magazines: Close Study Product Tatler Magazine

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



**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.
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# Representation

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*

## LANGUAGE AND REPRESENTATION

**Publisher**  
Bauer Media

**First Published**  
February 1999

**Circulation:** 2.1 million adults in Great Britain from April 2019 to March 2020.

**Rate of Release**  
Published weekly

**Catchphrase:** Gossip will do.  
**Tagline:** Yours. The rest of your life every fortnight.

**Cover Stars:** Cheryl Cole, Dani Dyer, Victoria Beckham, Meghan Markle, Prince Harry, Giovanna Fletcher, Liam Payne, Maluma, Zayn

## Verbal Codes

## Semiotic Analysis

- **Title:** The title 'Heat' links to the hot gossip inside. This term insinuates that 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 make the story more dramatic. This will make the reader intrigued to find out what Posh has done in order to be 'caught out' and what is the secret. Furthermore, the secondary coverline, 'Secretive star', is designed to entice the audience by connoting secrets and hidden gossip, enticing the reader to buy the magazine and look inside.
- **'Baby Daddy':** This informal and colloquial term reflects the demographic of the magazine, which is C1C2DE.
- **'Shock', 'Terrified'** is hyperbolic language that is designed to shock and be exaggerated in order to intrigue the audience.
- **'Exclusive':** This suggests that this story is only available in *Heat* and is included to entice the potential audience. This is a unique selling point for the magazine.
- **Use of rhetorical questions:** This conveys a sense of urgency as the audience wants to find out more and, therefore, they will pick up the magazine. This will encourage the audience to buy the magazine because of their need to answer the rhetorical question. For example 'Is this Harry and Meghan's 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 headline 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 abbreviations are being used in the coverlines, 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 informal, friendly language which encodes 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 look of red-top newspapers.

**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.

**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.



*Heat* (magazine); © Bauer Media UK, November 2021

**Main (Key) Image:** An image that represents the main story in the magazine, usually of a famous figure or an event being released. In this case Victoria Beckham's picture is taken by paparazzi – it is quite grainy and it is not glamorous; it is rather casual and natural. This picture has been cropped in order to reveal her 'true and natural' look, which is usually hidden from the rest of the world. Furthermore, the use of the smaller image – where Posh is leaning in a car, talking to a mysterious driver – further reinforces the idea of secrecy. This can give the reader a sense of voyeurism, that they are seeing something secret and private that they shouldn't.

**Anchorage Text:** This helps to pin down the meaning of a picture. 'Behind Closed Doors', 'Liam's double life' and 'Secretive Star' are all designed to engage the audience as they connote secrets and hidden gossip, enticing the reader to buy and look inside.

**Main Coverline:** The title which represents the main story or image. The Posh text is in a font which is unusual as the other coverlines in the same article are sans-serif. This connotes that she is 'posh' with a 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.

## 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

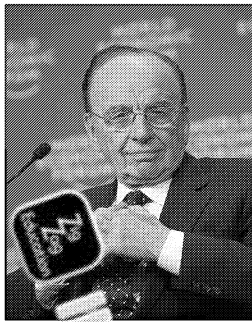


### News Conglomerates

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

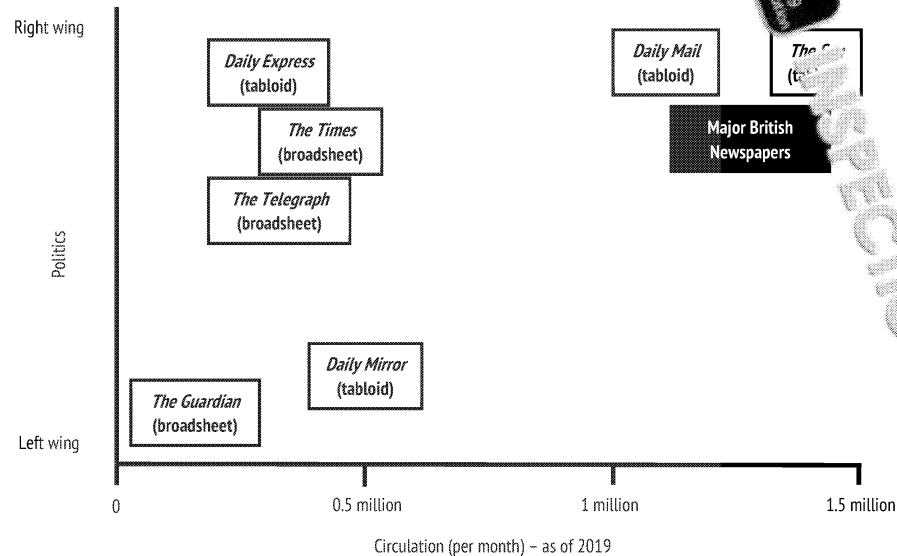
- **DMGT** – *Daily Mail*, *Metro*
- **News UK** – *The Sun*, *The Times*
- **Reach PLC** – *Daily Mirror*, *Mail on Sunday*

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



Rupert Murdoch – owner of News UK

## Newspapers – Media Language and Representation



**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

<b>Masthead</b>	The title of the newspaper, designed and displayed on the front page (usually in the top left corner)
<b>Headline</b>	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)
<b>Byline</b>	The name of the author ( <i>remember: a 'line' of text that tells you who the story is 'by'</i> )
<b>Standfirst</b>	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
<b>Imagery</b>	Pictures used to provide further context, suggest thought or provoke information
<b>Caption</b>	A description of the image, normally in a way that relates to the story
<b>Pull quote</b>	An important quote from the article that is enlarged and used to break up the story
<b>Subhead</b>	A subtitle for the article, normally expressed in a single line
<b>Crossheads</b>	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.
<b>Body text</b>	The main text of the article. On many occasions this will not appear on the front page (particularly in <b>tabloids</b> ).
<b>Imprint</b>	Information found in the newspaper that contains the publisher's information and contact information
<b>Lead story</b>	The story that is considered 'most important' by newspaper producers

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

**Anchorage:** how the meaning of an image is shaped in a newspaper through the captioned text associated with it

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

### KEY TERMS

**Continuity:** the development of certain news stories

**Gatekeepers:** the producers who

# Newspapers – Context

## The Institutions

### Daily Mirror

**Format:** Tabloid (red top)

**Date of publication:** 13 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 Conservative Party.

### The Times

**Format:** Broadsheet

**Date of publication:** 13 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. It is owned by News Corp (Robert Murdoch's publishing company).

## The People

### Alan Bates (now Sir Alan Bates)

Alan Bates was a subpostmaster (along with his partner) in Llandudno, Wales, whose contract was terminated after he raised repeated concerns about the Horizon software and refused to accept liability for shortfalls. He continued to raise concerns and seek justice for wrongly accused/convicted subpostmasters, contacting the press and MPs. He was knighted in 2024.

This was dramatised by ITV in *Mr Bates vs The Post Office*.

### Paula Vennells (formerly CBE)

Vennells joined the Post Office as network director in 2007 and was CEO from 2012 to 2019. In this capacity she oversaw the prosecutions of hundreds of subpostmasters. She also terminated the contract of a firm of forensic accountants hired to investigate Horizon as she was unhappy with their findings. After leaving the Post Office, she had several more lucrative jobs.

In 2024, under increasing pressure, she handed back her CBE. At the statutory inquiry, she insisted that she had known nothing about problems with Horizon, blaming other Post Office executives of withholding information from her.

### Fujitsu

Fujitsu is a Japanese multinational information and communications technology equipment and services corporation. It designed, developed and operated the Horizon IT system. It also has numerous other contracts with the

## The Events

In 1999, the Post Office introduced a new automated accounting system in about 14,000 Post Office branches, replacing the older paper-based accounting system. These branches were all connected to a centralised computer system supplied by Fujitsu. The software used was called Horizon. Almost immediately after Horizon was installed in these branches, the subpostmasters began to experience accounting shortfalls that they could not explain.

In 2000, Alan Bates, a subpostmaster in Wales, reports issues with the Horizon system. He refuses to accept liability for shortfalls in his accounts.

In 2004, Alan Bates has his contract terminated by the Post Office. In 2004, Lee Castle, a subpostmaster in Bridlington, is made bankrupt after losing a court battle with the Post Office over a £25,000 shortfall.

In 2009, *Computer Weekly* magazine breaks the story of seven subpostmasters beginning a fight for justice. The JFSA (Justice for Subpostmasters Alliance) is founded.

In 2010, prominent subpostmaster Seema Misra is sent to jail after being accused of stealing £74,000. Details about bugs in the Horizon system software were not mentioned in the court case.

In 2015, Post Office boss Paula Vennells tells the business select committee (a government committee) that there is no evidence of any miscarriage of justice. The Post Office halts prosecutions.

In 2017, 555 subpostmasters launch legal action against the Post Office.

In 2019 a High Court judge ruled that Horizon contained a number of 'bugs, errors and defects' and there was a 'material risk' that shortfalls in Post Office branch accounts were caused by the system. The PO agrees to pay compensation to the subpostmasters. Post Office boss Paula Vennells is appointed a CBE.



# 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

**Pugs, or puffs:** In addition to the main story, which the *Daily Mirror* clearly considers is important enough to occupy the front page by itself, there are two 'puffs' or 'pugs' which advertise other stories inside the newspaper. Both of these reflect the C2DE demographic make-up of the paper's readership. Eddie the Eagle is a sporting celebrity known for his tenacity and good humour (and total lack of sporting success), and Jonny Holloway is an amputee ex-serviceman. Both reflect the *Daily Mirror's* idea of 'ordinary heroes' – people from working-class backgrounds who have struggled against adversity.

**Kicker (in red):** By using the word 'exclusive' the *Daily Mirror* is suggesting that it has information that no other paper has, or has interviewed somebody that no other paper has been able to talk to. Here, it refers to the fact that it is the first news outlet to reveal the extent of Fujitsu's UK government contracts, and the first to focus on the firm rather than PO bosses.

**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.

**Secondary images:** two photographs are used as insets: one of a smiling 'disgraced Paula Vennells', and one of Peter and Marion Holmes, a couple badly affected by the Horizon scandal (Peter died before his name was cleared). The image of Vennells gives the impression that she is happy, oblivious of the misery caused by the company she ran. Mr and Mrs Holmes look more serious, but also relatable – his

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

**Masthead caption:** 'The Heart of Britain' establishes a sense of personal connection between publication and audience by using emotive language. The term 'heart' targets the emotion of the audience and, more specifically, that of unity, especially after the difficulties of the pandemic, the war in Ukraine and the cost of living crisis.



### Main headline: Shameful

A single word summing up the *Daily Mirror's* stance on the Post Office scandal, and by extension, the way the government has handled it. Using one word has an emotional impact, leaving no room for argument.

**Subhead:** Subheadings are typically longer than the headline, as they are designed to give more information and indicate the stance that the newspaper will take. This subheading is unusually long, however, and introduces a new facet of the story: that Fujitsu, the company behind the Horizon software, continues to be given lucrative government contracts. The figure of £100m is given in gold, which connotes luxury and wealth. Although the subhead refers to 'disgraced Paula Vennells', it wishes to introduce a new villain to this story – Fujitsu, and by implication, the Conservative government.

**Main image:** The main image is not of a person, but a striking shot of the Fujitsu logo. The word Fujitsu, illuminated on a gold/bronze metallic background, looks impressive – the image has connotations of signs and billboards in big cities (like New York or Tokyo), and looks powerful, wealthy and successful. Fujitsu usually uses a warm red for its signage, but this colour scheme underlines the *Mirror's* message. It emphasises the conflict that the *Daily Mirror* is commenting on – the impersonal company logo dwarfs the humans involved. It is deliberately juxtaposed with the very personal-looking image of Marion and Peter Holmes.

**Kicker (in red capitals)**

'Guilty Firm' The *Daily Mirror* is changing the focus from the individuals who ran the Post Office to the firm who supplied the software and its exceedingly highly paid bosses, who so far have been less visible.

**Main story: Time to stop big paydays, says MP**

The main point of this story is that Fujitsu continues to bid for and be awarded lucrative government contracts and that a Labour MP has stated that this is wrong. The *Daily Mirror* is a left-wing, Labour-supporting newspaper so reports Kate Osborne's words sympathetically. The quotation 'a kick in the teeth' reinforces the idea that Fujitsu and the Conservative government are the villains, using a violent image to convey that the subpostmasters are still being treated unfairly by the UK government and that Fujitsu benefits from their distress.

**Main image and headline**

The main image is again of the Fujitsu logo, this time with Simon Blagden CBE standing in front of it, confidently with his arms folded. He appears relaxed, confident and satisfied with his life, and he wears what appears to be an expensive business suit. The *Daily Mirror* has added the words 'The' and 'Files' in a utilitarian font, suggestive of a military or government stamp, to create the headline. Incorporating the image into the headline this way is unusual, but dramatic and effective. The impression is that there should be an investigation into the company. Simon Blagden is a less familiar face than Paula Vennells or Alan Bates, but the *Mirror* here is placing him at the heart of their 'exclusive'. Across his image is a previous edition of the *Daily Mirror* with the headline 'Why still no justice?', the implication being that Blagden (and maybe others at Fujitsu) should be facing justice over his firm's role in the Horizon scandal.

# DAILY MIRROR

**Subheading 1: Company's been awarded 200 public sector contracts worth £6.8billion**

This is a very 'straight' subheading – the *Mirror*, rather than use emotive language or humorous wordplay here, is letting the figures speak for themselves.

**Subheading 2: Its IT services are at heart of police and government with execs skilled at schmoozing MPs**

This subheading is clearly linked to the first one, but contains more emotive language – the idea that Fujitsu is at the 'heart' of vital institutions (and therefore an embedded flaw), and the implication that it got there by 'schmoozing' or flattering MPs.

**Subheading 3: P.O. Still using discredited system**

The final insert reveals that the Post Office is still using Horizon, and still paying Fujitsu large sums of money. The inference is that the cause of the scandal goes beyond individuals and that Fujitsu itself is making a fortune from the taxpayer without providing value for money.

**Representations**

The main representation here is not of a demographic group but of a multinational company, although it is personified by the figure of Simon Blagden. The company is portrayed as greedy, as powerful, as unconcerned with the devastating effect of its actions, and as having an unhealthy, even corrupt, influence over the UK government. Conservative MPs are depicted as having close, friendly links with execs at the company, allowing themselves to be persuaded to award

**Inset 1: Government flooded**

The *Daily Mirror* focuses on previous and ongoing contracts with the UK government. By using the word 'flooded' it suggests that the government has too many contracts with Fujitsu. It also gives examples that the readers may already recognise as problematic, such as the flood warning systems and the hugely over-budget and partially cancelled HS2.

**Inset 2: Keeping in with Tories**

The firm's ex-chairman, Simon Blagden, has donated £376,000 to the Conservative Party, and has been awarded a CBE, despite Fujitsu suing the NHS. Blagden is portrayed as someone who has made a considerable amount of money from a government that he personally has donated money to. The *Mirror* implies that his donations have contributed to the awarding of contracts.

**Inset 3: Suing for £700m**

Fujitsu brought a legal case against the NHS when the system Fujitsu designed was declared unusable. The *Daily Mirror's* largely working-class readership will rely on the NHS for their healthcare and be aware of the difficulties the service faces. That Fujitsu delivered a product that didn't work and then sued over clauses in the contract will be seen as both incompetent and greedy, and possibly contributory to the troubles the NHS faces.



# The Times

## Media Language and Representation

### Masthead logo (crest)

*The Times*, instead of having a caption or a logo, has a gold-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 reader 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 domestic, 'lifestyle' stories, rather than 'serious' news. *The Times* believes that the Post Office story should be the main topic here.

Both pugs should appeal to the slightly older and more conservative readership – one pokes gentle fun at fashion advice ('I'm a rectangle') and one seems to criticise people who let children use phones. This recognises that their readers are more likely these days to be professional, educated women who think fashion is frivolous, but who (along with the older readers) probably have conservative views on child-rearing.

### Layout and design

There is a fairly equal text to image ratio, as *The Times* is a broadsheet newspaper and is therefore expected to present information in detail. The headline is a complete sentence, rather than an exclamation or a joke. There is a single image, suggesting that *The Times* expects its readers to prefer to read the news without too many illustrations. Unusually for *The Times*, there is only one story on the front page, which reflects the importance that is being given to this story.

### 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.

### Main headline

This headline is factual and uses fairly straightforward, rather formal language to convey the main topic of the story.

This is typical of a broadsheet newspaper, in that the headline is designed to be informative and attract a reader to the subject of the story, rather than attention-catching puns or emotive language used by tabloids.

### Sub headline

**Bosses accused of having 'blood on their hands'**

The subheading uses more emotive language to continue the story, although the use of quotation marks is designed to distance *The Times* from the accusation. Nevertheless, the subheading is more condemnatory than the headline. This is hardly surprising – on 10<sup>th</sup> January 2024, a lot of public attention was focused on top executives at the Post Office and on Paula Vennells in particular, with public opinion very much against them.

### Main story

*The Times* focuses on Paula Vennells, her professional past and her reaction to the Horizon Post Office scandal. It emphasises the importance of a CBE (Commander of the British Empire) and the fact that only the king can decide whether she deserves it or not. This is a point that may seem important to the ABC1 readership of *The Times*, as they may be more interested in the specifics of the honours system or familiar with other recipients. It also mentions her connections to the Church of England and that she was considered for the post of Bishop of London. Her salary and the C of E are both inherent parts of the UK establishment, and so are of interest to the more traditional, conservatively minded readership. This is balanced by the mention of her £2.2m in bonuses – those unimpressed by the CBE or the religious connections will nevertheless recognise that as a significant sum of money. Although *The Times* does not specifically or openly criticise Vennells (it is careful to use the word 'accused') it nevertheless contrasts the huge professional and financial gains that she has made to the hundreds – and possibly thousands – of Post Office owner-managers (or subpostmasters) who were prosecuted or forced to repay large

**THE TIMES**  
DAILY NEWSPAPER IN THE YEAR  
Wednesday January 10 2024 | times.co.uk | 16p (750P)  
£2.20 (12.00 to subscribers)  
Newspaper (Printed in the UK)

**Dress for your shape**  
I'm a rectangle! Anna Murphy

**I judge parents**  
who hand kids their phones  
Toddler with phone

**Post Office chief to give up her CBE over scandal**  
Bosses accused of having 'blood on their hands'

**Paula Vennells**  
The former chief executive of the Post Office, Paula Vennells, is accused of having 'blood on their hands' over the Horizon scandal. She is expected to give up her CBE.

**Paula Vennells**  
The former chief executive of the Post Office, Paula Vennells, is accused of having 'blood on their hands' over the Horizon scandal. She is expected to give up her CBE.



# The Times

## Main story

The main story deals with the legal ramifications of the Post Office scandal, and the various opinions on how to overturn the convictions. In particular, there is a discussion whether the government should act to overturn all cases or whether each case should be judged separately – the current postal affairs minister having refused to consider a mass exoneration as recently as November 2023. This story is about legal details which can be difficult to understand but which *The Times* educated, professional readership would find interesting. It also gives *The Times* the opportunity to criticise previous Labour government figures as well as current Conservative figures.

## Story 2

This continues with details of Vennells' professional life, including lucrative and influential roles she was given after the Post Office scandal was public knowledge. It includes a defence of her from the Bishop of St Albans, and a rebuttal of this from a former subpostmaster. *The Times* portrays Vennells as someone who was given roles within the establishment which she did not deserve – and implies criticism of those who employed or defended her.

## Main headline: MPs could pass emergency law to quash postmasters' convictions

The main headline – across both pages – is factual and fairly neutral, simply informing the reader of the topic of the article. Stretching the article across two pages makes a clear visual link between the three stories beneath it.

## Main image, page 6

Paula Vennells: this image was clearly taken at the same time as the one on the front page, which reinforces the idea that it was taken by a professional photographer. Vennells is wearing the same red suit and smiling even more broadly, posed in front of the same red and white background. Given that the headline beneath the photo reiterates that she is being asked to return both honours and money, the smile is inappropriate – it makes her seem cruel or at least oblivious to the pain she has caused.



## Design and layout

Again, there is a high ratio of text to image. The three stories on the page are connected – all deal with the Post Office scandal, which again is unusual for *The Times*, who would normally have several topics over a double page spread. Here, each story deals with a different aspect of the scandal: the legal ramifications of a proposed new law, the executive who presided over the scandal, and the IT experts.

The three main images are positioned so that the professional image of Paula Vennells on page 6 makes a deliberate contrast with the informal shots of Gareth Jenkins and Anne Chambers on page 7. This is mirrored by the content – Vennells, who claimed to have no knowledge of problems with the horizon software, is juxtaposed with the two IT experts who did know about the bugs.

## Main images, page 7

Gareth Jenkins: in contrast to the professional portrait of Vennells, the photograph of Jenkins shows him hiding behind a screen, clearly concerned that someone is asking him questions. He looks scared, furtive and guilty.

Anne Chambers: although Chambers looks smiling and relaxed, this is clearly cropped from a holiday or other personal photo. The implication is that Chambers is enjoying a holiday or retirement – but also that she does not want to be photographed.



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# ADVERTISE MENT

## 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. 'Vote for the Green Party!'*

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 the 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 2017, Protein World was accused of body shaming when it released the tagline: 'Are you beautiful?' paired with a print advert showing a sexualised woman in a bikini
- In 2018, 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, a company 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 remained one of the most disliked videos on YouTube.

'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).

**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.

'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'

**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'*

## 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 low lightsabres have traditionally targeted an audience of young boys*

# 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



## 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 laundry, which establishes the stereotype of the 'stay-at-home' mother who performs chores in service of her family while her husband works to bring in the money

The model used appears to be white, middle-aged and middle class – there was a serious lack of diversity in print advertising throughout the 1950s, particularly in terms of racial diversity

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

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...

## 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

Hepburn is dressed in a white frilly dress with a silk neckerchief – this presents a stylish and carefree, yet recognisably 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 pressurised than the sexualised representations of women they were used to seeing

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).



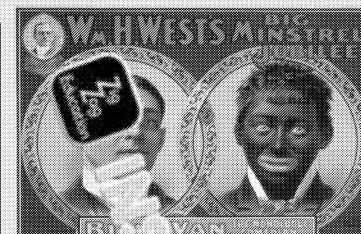
Audrey Hepburn Galaxy Ad: © Mars, Incorporated, 2013

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



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 bulbous noses. 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 Jr 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

## ADVERTISE MENT

## 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.

**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.

**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.

**Low Barrier to Entry:** Due to the accessibility of digital technology, anyone is now able to create a website or start a YouTube channel. There is less of a barrier between producers and audiences.

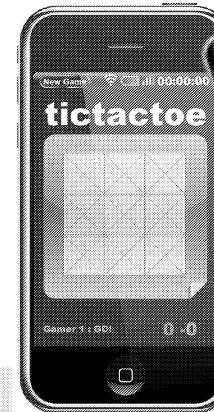
## Websites – Three Key Terms

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

**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

# 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 sportsman. 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

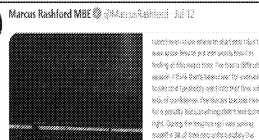
Pages are themed in accordance with season of the year

Photos of social issues

Working links to his website makes it as easy as possible for his audience to access his videos, his campaigns and the work 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 the statement is something that Marcus has written, not something his publicist or someone else wrote. This is a common celebrity convention.



- 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.

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.

### 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 viewers 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



### 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.*

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 <b>simple</b> and uses the <b>hypertext</b> for an <b>easier navigation</b> 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 <b>recognisable</b> and also <b>consistent</b> across desktop and mobile devices. This <b>ultra-minimalistic navigation system</b> 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



# 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 \$1 billion. 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. She has released a range of products tied to her name, including books, a video game and fragrances, and has numerous endorsement deals.

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

Kardashian's marriage to Kanye West received significant media coverage.

Recently, she has become more politically active, lobbying for prison reform and clemency, and studying for a law apprenticeship. This is a significant development for Kardashian, whose brand has been determinedly apolitical until now, and whose brand has emphasised fashion and family over education 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 person 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**, not **'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 other adults – 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 **very 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

Promotional content

Short captions

Photos with female friends, family and business partners



#### MEDIA REPRESENTATIONS

##### 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.

**K-pop** is South Korean pop music, a genre which incorporates a variety of styles: pop, hip-hop, R&B, reggae, rock, jazz, folk, electronic dance, country, disco and classical in addition to its traditional Korean music roots. Although it can refer to any South Korean band or artist, it is usually understood as referring to bands or individuals who are associated with (or products of) the **'Idol Industry'**.

**Characteristics** of K-pop include electronic fusion music, videos and shows with very high production values, slickly choreographed dance routines and fashionable outfits. The dance routines are designed to be appealing but also to be simple enough for fans to learn and perform. The videos are trailed like films or TV series, with 'teasers' being widespread before the actual release.

**Social media** accounts are created by the band's production company and used for publicity and revenue. The idols work hard to create relationships with fans in these spaces – fans-only meetings, offers, use of live chat and DMs all contribute to the sense of community that K-pop fans feel, and the connection they believe they have with the groups.

**The Idol Industry** is the source for most K-pop bands. Trainees audition or are scouted to join K-pop academies, where they have intensive lessons in singing, dancing, languages and acceptable behaviour. Average training time is three years and can cost up to £3m – costs that the idol is contracted to repay.

Trainees who are successful are put together in 'themed' bands, which are then teased, trailed, photographed and then finally debuted. They often make their first appearances online or on TV, rather than on the radio. Their songs are written by professional songwriters, their dances are professionally choreographed, their images are carefully maintained to be consistent with the theme that

**K-pop performers** usually perform in groups – the average group size is seven. They each perform sections of the song and choreographed dance routines. Nearly all bands are single-sex; South Korean society is conservative, and idols are expected to adhere to strict standards of behaviour including not dating until they are in their 20s.

Visually, K-pop performers are expected to conform to **particular beauty standards** – they tend to be tall, thin, androgynous or feminine in appearance, whether male or female, and to appear 'cute' and youthful. Cosmetic surgery is relatively common in South Korea and several K-pop idols have

# K-POP

**Fandom culture:** this is where people who like a specific celebrity, genre, band or even TV show create a specific 'acceptance culture', often online. This can be categorised as a '*parasocial*' relationship – one where the fans feel they have a close personal connection to a celebrity. K-pop idols are trained to develop and maintain such relationships with their fandoms, through carefully curated public appearances and social media accounts.

**K-pop revenues** in 2023 were huge. Worldwide, the K-pop industry is reported to have been worth more than US\$9 billion in 2023. This revenue comes from concerts, streaming, advertising and sales of physical albums, especially in Korea.

**Issues of concern** over the K-pop phenomenon include

- The 'robotic' nature of the training system
- Contracts for the different bands can be seen as extortionate – they have been referred to as 'slave' contracts
- The pressure on idols, especially female idols, to conform to conventional beauty standards (some women have claimed they were pressured into having cosmetic surgery)
- Overly sexualised images of idols, especially female idols as well as sexual abuse within academies and management companies
- The pressure on idols to conform to rules which cover their personal lives.

# BLACKPINK

**BLACKPINK** are currently the most globally successful girl K-pop group second only to BTS, an all-boy band). The four members of BLACKPINK – Jisoo, Jennie, Rosé and Lisa. Although they have released only two studio albums, they are wildly successful with at least 22 million streams in June 2024. They are also the most streamed music act on YouTube (as of July 2024).

Stylistically, they are associated with the 'girl crush' concept in K-pop, which is marketed as exploring themes of self-confidence and female empowerment. Their image is carefully constructed to balance ideas of 'fierce' and 'feminine'.

**Social Media:**  
**Instagram:** 36m followers  
**X (Twitter):** 1.5m followers  
**Facebook:** 20m followers  
**TikTok:** 47m followers  
**YouTube:** 94.6m subscribers



**BLACKPINK** were formed by **YG Entertainment** – one of the 'Big Three' K-pop record labels.

**BLACKPINK – a brief timeline**

**2010:** YG Entertainment begins auditions for a new girl group

**June 2016:** YGE announces the new group name and concept

**August 2016:** Preceded by teaser images, videos and adverts, BLACKPINK are introduced. The group release several singles and EPs gaining

# Lara Croft Go and BLACKPINK The Game

## Media Language and Representation

### Lara Croft Go – Codes and Conventions

**Location:** A series of tombs, temples and jungles – all 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 threats 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

### 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*

**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

### Context you need to know...

**Date of Release:** 04/05/2023

**Developer:** TakeOne Company

**Genre:** Role-playing game; Freemium

**Platforms:** Android, iOS

A portmanteau of 'free' and 'premium': a business model where the basic product is free, but additional features are available for

### Gameplay

Puzzles and mini-games, resource management, online competition and character customisation

### Monetisation

FTP (free-to-play) games make money in various ways:

- In-game purchases
- Advertising
- Promotion of linked products
- Access to the data of players

**Why might BLACKPINK The Game be controversial in terms of the representations it constructs?**

**Representation:** The band and other characters are all designed to be attractive in a doll-like way. The band in particular are slim figures with large heads and eyes. This gives them a childlike appearance, pretty rather than sexy, which is consistent with the socially conservative values which underpin the K-pop industry. Success for the band includes a

BLACKPINK  
THE GAME

### What type of Producer are you?



BLACKPINK The Game © TakeOne Company, 2024

### BLACKPINK The Game – Codes and Conventions

**Location:** The main location is the management area, where you build and upgrade rooms to progress

**Colour scheme and appearance:** The game's colour scheme is bright and colourful, with doll-like avatars of the band and other characters

**Soundtrack:** BLACKPINK have released music exclusive to the game

**Gameplay (narrative):** The player takes on the role of BLACKPINK's new producer. Photo cards are used to solve puzzles which unlock resources and allow the band to progress. Cards can be bought and upgraded.

**Rewards:** The two main resources in the game are stardust and coins, both designed to look appealing and exciting. The obvious connotations are of fame



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

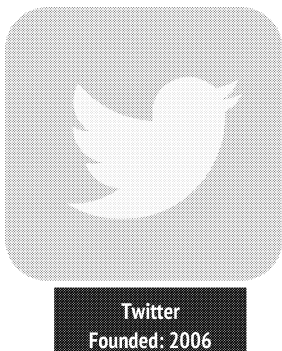
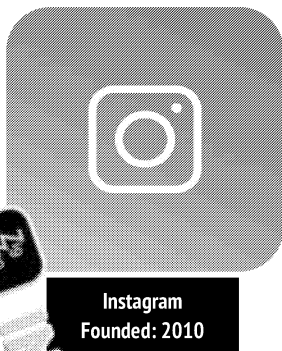
**Vertical Integration:** The act of a media company owning most of the chain (if not the entire chain) of production for a media text

**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

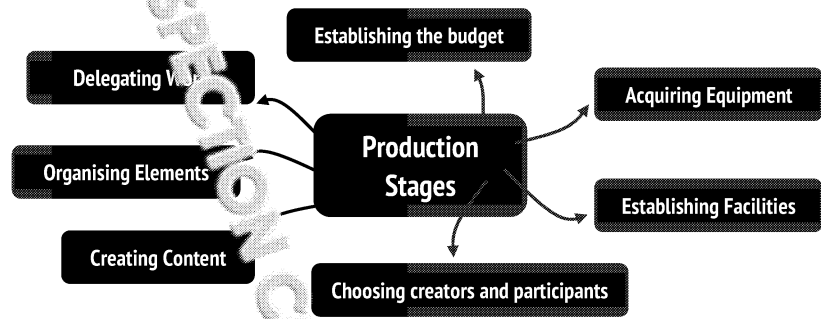
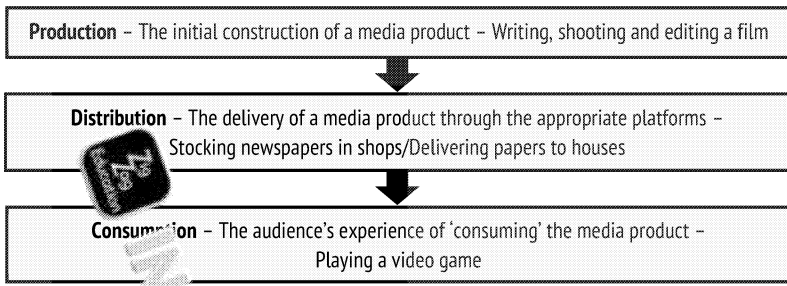


The distribution and circulation of modern media products has been significantly affected by the development of new technology. Most media companies will maintain active social media pages allowing them to target a wide range of audiences. For example, distribution companies will generate hype for a 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



## Every media product goes through three general stages...



## How are different media products distributed?

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

## Regulation

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*

# 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 acts 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 **decode** 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.

### Entertainment/Diversion

*E.g. Action films like Doctor Strange offer audiences escapism from the boredom of daily life*

### Education/Information

*E.g. The Times newspaper informs audiences of the latest news and cultural events*

## Uses and Gratifications

### Personal Identity

*E.g. Many people read tabloid newspapers to have their personal opinions reaffirmed*

### Social Interaction

*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*

# Newspaper: Audience and Industry

## 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; commenting 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 range of 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 into people's private lives has become a story. Journalists and editors may argue that they have to do this in order to get to the truth. However, when it emerged in 2011 that a murdered schoolgirl's phone had been hacked, the *News of the World*, then Prime Minister David Cameron, launched the Leveson Inquiry into press ethics. Leveson proposed a 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.

## 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

## CSP: Audience and Industry

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### Uses and Gratifications

	The <i>Daily Mirror</i> provides <b>information</b> by printing contemporary news stories, particularly those relating to human interest, sport, entertainment and national politics
	The <i>Daily Mirror</i> provides <b>entertainment and diversion</b> to its readers by featuring celebrity gossip, strong opinion pieces, human interest stories, various teasers and crosswords
	The <i>Daily Mirror</i> appeals to its audience's sense of <b>personal identity</b> by featuring stories about ordinary people, presenting stories in layman's terms and promoting a left-wing ideology
	The <i>Daily Mirror</i> encourages <b>social interaction</b> 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).

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



Daily Mirror © Reach PLC, 2004

**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.

<b>Tactics used</b>	<ul style="list-style-type: none"> <li>Bright flashy colours</li> <li>Huge, bold headlines</li> <li>Emotive language</li> <li>Sensationalism</li> <li>Obvious political bias</li> </ul>
<b>The risk of these tactics</b>	<ul style="list-style-type: none"> <li>Perceived lack of quality</li> <li>Misinformation</li> <li>Lack of journalistic integrity</li> <li>The pursuit of sales overshadows the pursuit of truth</li> </ul>

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

### Mirror's Owner

- Reach plc is a large British newspaper group – so it has considerable influence *nationally*, but *not internationally*.
- Following a £2.7 billion 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+

### 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.

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 Times – Industry and Audiences

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	<i>The Times</i> provides <b>information</b> by printing contemporary news stories, particularly those relating to politics, economics, art, culture and international relations.
	<i>The Times</i> provides <b>entertainment</b> and <b>diversion</b> to its readers by featuring sports updates, a review section for cultural events and opinion pieces from 'quality' writers.
	<i>The Times</i> appeals to its audience's sense of <b>personal identity</b> 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.
	<i>The Times</i> encourages <b>social interaction</b> 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 circulation 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.

## 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

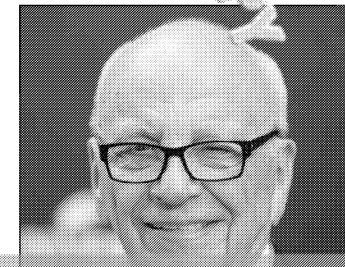
## THE MURDOCH EMPIRE – NEWS CORPORATION / NEWS INTERNATIONAL

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:



## 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.

# 25 FILM INDUSTRIES

## 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.



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

**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.

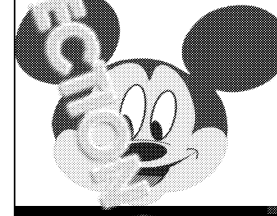
**Narrative and Character:** There is a 'Gallery' page and a 'Characters' page included, encouraging audiences to become familiar with the film's characters

### Did you know?

Many mainstream films earn over 30% of their gross profit in the opening weekend that they are released.

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

### Vertical Integration

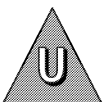
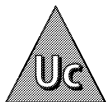


### Horizontal Integration

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

## 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



1

Discrimination

2

Drugs

British Film Regulation

Age ratings applied to films in the UK are

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.

**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

**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



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# FILM INDUSTRIES

## 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:** £15.8 million  
**Producer:** Jessica O'Brien  
**Release 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

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

Scarlett Johansson 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 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.

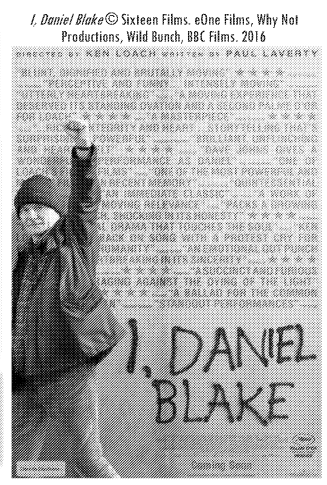
Florence Pugh is an up-and-coming actor who has impressed the audience with her performances, especially in *Midsommar*.

**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**



Black Widow © Marvel Studios, 2021

**Production Studio** goes assures us the film takes place in the Marvel Cinematic Universe

**Release Date written in large font in order to ensure a strong opening weekend at the Box Office**

**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

**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 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 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.

### What to Remember about Ofcom

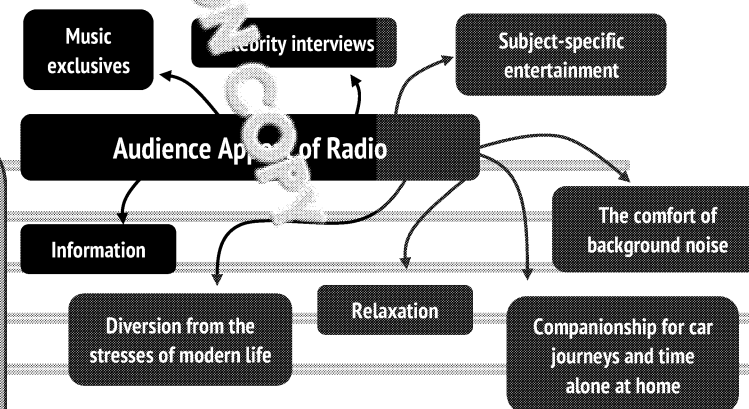
- Ofcom has the responsibility of regulating the BBC's content. The organisation achieves this by setting out a framework of conditions that all the BBC's content must adhere to.
- Ofcom states that content which is likely to harm or damage the development of under 18s (physically, mentally or otherwise) 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.

# Radio

## 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



## 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

# 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 effort to modernise itself. Those with an **opposed reading** will have seen the station 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.

**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.*

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

BMG is a German multimedia conglomerate headquartered in Munich, Germany. It operates worldwide and owns more than 600 magazines, 400 digital products, 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 world, leading to concerns from governments and regulatory bodies regarding the power and control it has over its domination of the commercial radio market.

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

BMG also has interests in digital media, TV streaming and even more organisation, mostly linked to its radio and magazine properties. The KISS Network is made up of 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 media 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 celebrity news 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, interpreting 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 channel 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	<ul style="list-style-type: none"> <li>★ Provides opportunity to kill time in the morning</li> <li>★ People could listen as they got ready for work/school</li> <li>★ Provides distraction from stress of daily life</li> <li>★ Blackburn had banter with studio guests</li> <li>★ Blackburn would crack jokes and play jingles</li> </ul>	<ul style="list-style-type: none"> <li>★ Provides distraction from stresses of day-to-day life</li> <li>★ Provides opportunity to listen to music while escaping their problems, especially in post-COVID era</li> <li>★ People can listen in boring situations, e.g. on public transport, in waiting rooms</li> <li>★ Jordan Banjo and Perri Kiely make an effort to make their discussions with artists relevant while they also include the audience in their shows</li> </ul>
Information	<ul style="list-style-type: none"> <li>★ Listeners were exposed to brand-new music</li> <li>★ Listeners could become familiar with latest trends in popular music</li> <li>★ Traffic updates were read out at various intervals</li> </ul>	<ul style="list-style-type: none"> <li>★ Listeners take part in the show, especially through competitions</li> <li>★ 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</li> </ul>

KISS FM

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## 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 17<sup>th</sup> 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 12<sup>th</sup> series of *Dancing on Ice* in 2020.
- On 3<sup>rd</sup> August 2020, Banjo and Kiely began presenting the radio show KISS Breakfast every weekday from 6am, replacing Tom Green and Daisy Maskell.



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# 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 achieved **horizontal integration**.

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

**Universal Music Group:** Capitol Records; EMI 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 young 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 in 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 on the product 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.

## 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. X (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

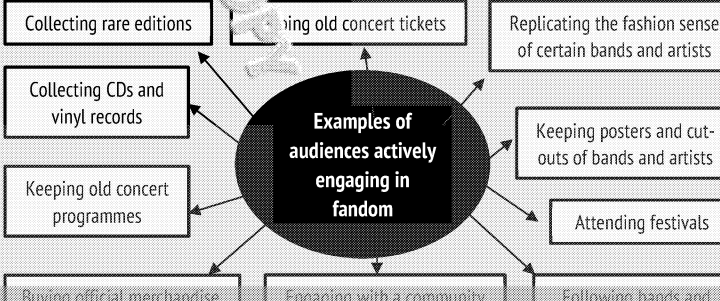
## TYPES OF MUSIC VIDEO

**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 Dinklage)

## Examples of audiences actively engaging in fandom



## 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



# 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 'I Bet You Look Good on the Dancefloor'. The band's message is one of 'don't Believe the Hype' – possibly an ironic and humble message for the fans who helped the band rise in popularity. The band aren't playing up for the cameras but try to recapture the atmosphere of a live performance.

Direct audience address in the videos

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

YouTube Subscribers

Instagram Followers  
46.28 millionTwitter 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 / Prandiya 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 6<sup>th</sup> January 2018 and the series ended on 17<sup>th</sup> 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.

Today, **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 sound gradually became more experimental
- The band rose to fame playing in pubs and small concert venues – they were not manufactured from the get-go
- The band won dozens of major music awards including 14 Grammy Awards
- Their music earned serious 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 base 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 was 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 April, BLACKPINK's audience is mainly made up of the audience are likely to be **ASPIRE** to be more **niche audience** in the West, it might appeal to more of an **EXPLORER**. BLACKPINK's audience is an **active audience**.

#### 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

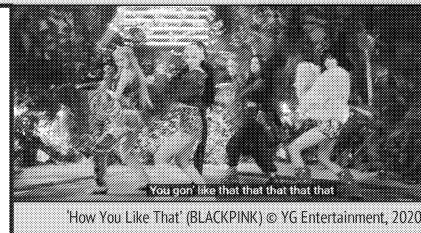
### Arctic Monkeys - Steps to Success

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. They set up a Myspace page where they could upload music for their fans to listen to. The band allowed their profile to grow without industry input – they refused offers from multiple record labels.

### 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.

**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.



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

**Framing:** The girls are deliberately framed in a wide-angle shot as this allows them to demonstrate the

**Direct audience address:** Director Seo Hyun-Seung offers the audience pleasures and

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

## 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 standards by which video games released in the countries residing in the European Union are regulated. This also applies to several other countries including Pakistan, Israel and India. Germany is one of the few exceptions as its video game content is regulated by the 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 problem solving; allows gaming enthusiasts to remain updated with the latest technological trends; players learn the skills and techniques required to complete the game
- **Personal Identity:** Provides the opportunity for audiences to overcome challenges; increased sense of pride with levels, costumes and bonuses are unlocked; players must learn from their mistakes and improve; audiences can affirm their status as gamers
- **Social Interaction:** Audiences can share achievements with their friends online and in person; certain games require multiple players; Games such as Lara Croft Go are turn-based so multiple people can take it turns to play and share tactics with one another

## Online Media and Video Games

### INDUSTRY AND AUDIENCE

Remember: It is the Video Standards Council Rating Board that is actually 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**

#### Effects of online media on audiences

**Positives:** More social interaction; greater access to career opportunities; enables communication with like-minded people; offers access to more information (particularly on an international scale); entertaining in many ways (GIFs, memes, games, etc.)

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

#### Video Game – Ownership

Because gaming is such a financially successful media industry,

According to Ofcom (2018 study)...

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.

## 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

## 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

## Social Interaction

- Marcus will often tweet about **social issues** or will **respond to football** 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 DNMA 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

## 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, Rashford 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 'amb 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 24, I came from little. I need to protect not just my future but my family's too. To do that I made a decision to begin [beginning] of 2020 to start investing more in property. Please don't run stories like this. It's a bit of a sideside refs to "campaigning".'

## 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

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.

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.



# Kim Kardashian Industry and Audience



## 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

## How does Kim Kardashian target her audience?

Uses a clear, informal tone when writing posts

Ensures content is consistent with her brand

Encourages audiences to purchase her products

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.

**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.

## 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 personality but as an **advocate for social justice** and an individual who uses her platform to **speak out on important issues** which helps to **break down stereotypes**. This approach offers a positive, empowering portrayal of Kim Kardashian as a person with agency and a voice 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 \$1 billion.

**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.

## MEDIA AUDIENCES

### Uses and gratifications of Kim Kardashian content

#### 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.
- 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

#### 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**.

#### Entertainment/Diversion

- As a high-profile celebrity, her followers often **seek a break from the mundane** and ordinary aspects of life, and Kim Kardashian's posts

#### 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



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.



# BLACKPINK The Game and Lara Croft Go Industries and Audiences

## The Making of

### BLACKPINK The Game

- Developed by TakeOne Company, a 'content conversion' company also responsible for creating the BTS world game.
- BLACKPINK were involved in the development and promotion of the game. The single 'The Girls' was initially premiered within the game before being available on general release.
- Although the game is made by a different company from Y Entertainment, the group were involved in the promotion of the game and the game promotes content created by the group.

### 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 the 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 Raider.

## SUCCESS OF THE GAMES

BLACKPINK The Game has been downloaded 6 million times since its release (as of November 2024)

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





## Monetisation

## Criticisms of Lara Croft Go

- Questionable difficulty (some find it too easy, others too difficult)
- Too short in length
- Not as original as its predecessor (Hitman Go)
- Treasures aren't rewarding enough to collect

## Possible opposed readings of BLACKPINK The Game

- Gameplay requires no skill or intellect – it involves the selection of simple functions.
- The game uses a range of advertising, in-game purchases and gacha (random loot boxes) to entice players to spend time and money.
- Promotes the extremely conservative gender roles inherent in K-pop: male characters have important roles in management.
- Promotes capitalist attitudes and glorifies the 'idol industry', which has been criticised as exploitative.

Uses and Gratifications	Lara Croft Go	BLACKPINK The Game
<b>Entertainment</b> 	<ul style="list-style-type: none"><li>The original combination of the adventure genre with puzzle games</li><li>Expansive and exciting settings with impressive graphics</li><li>Addictive and replayable</li><li>Monstrous opponents become increasingly challenging to beat – enemies have to improve as they progress</li><li>Flexible – can be played on public transport, in waiting rooms, etc.</li></ul>	<ul style="list-style-type: none"><li>Audiences interested in K-pop culture, music and fashion might be engaged by the narrative</li><li>As a mobile gaming app, it is perfect for filling dead time</li><li>Enjoyable creating different costumes, make-up and hairstyles for the band members</li><li>The game's fun activities and idealised version of the music industry provides a distraction from everyday life</li></ul>
<b>Information</b> 	<ul style="list-style-type: none"><li>Shows Tomb Raider fans how Lara Croft has developed through time</li><li>Reacquaints audiences with the franchise</li><li>Puzzle games are designed, in some part, to stimulate brain function</li></ul>	<ul style="list-style-type: none"><li>Audiences can learn various facts about the band and the individual members</li><li>Narrative supposedly reveals information about the 'idol industry'</li><li>Exclusive information is released through the game</li></ul>
<b>Social Interaction</b>	<ul style="list-style-type: none"><li>While the game is single-player, multiple</li></ul>	<ul style="list-style-type: none"><li>The game has a social component called</li></ul>



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# 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**

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

An icon is ...



An index is ...



A symbol is ...



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

Provide a definition for each of the following key terms

Mode of Address

Iconography

Typography

Intertextuality

Match the narrative terms to their definitions. The first one has been completed for you.

## NARRATIVE DEFINITIONS




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 <i>e.g. magazine, newspaper, website, etc.</i>
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	Refers 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

Fill in the gaps in the table below to complete the analyses of how cultural context influences representation in the media. Use the following words to help: Luther, suicide, teenagers, #MeToo, film, immigrant, 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 harassment 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 defining moment for The Civil Rights Movement. With it came a rapid change in _____ for the US African-American community	Traditionally in the media, _____ were often depicted as helpless and in need of saving. Particularly 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. <i>Stranger Things</i> , <i>Pokemon</i>
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	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 stropky 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

Counter types

Provide definitions for the four key terms

Representation Terms

Passive Objects

Active Subjects

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

**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 six different issues that can be grouped to make up the acronym: GASSER. What are these six issues?



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

Model  
Direct: Cover 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 articles  
A clear, readable headline 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

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

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 exclamation marks such as 'Exclusive interview!' or 'Plus!' Can also be called **Buzz** words

## MASTHEAD

Dateline + Issue number

Cover Price

Main Coverline

Coverline

Coverline

Puff

## Sell line

Strapline

Coverline

Tag

Image



# Language

## Colour Scheme

Colours carry dozens of connotations, and media producers are highly aware of the qualities audiences associate with certain colours. Media 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, upper-class women.

Identify the colours based on their connotations often associated with them

Colour	
	Love, Femininity, Nurture, Vulnerability
	Growth, Health, Money, Gender
	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

## Magazines: Close Study Product Tatler Magazine

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

# Representation

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.

→

→

→

Magazines: Close Study Product – *Heat*

## LANGUAGE AND REPRESENTATION

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-verbal codes used by the close study product.

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

- Design and layout:

Technical Codes

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** –

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

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

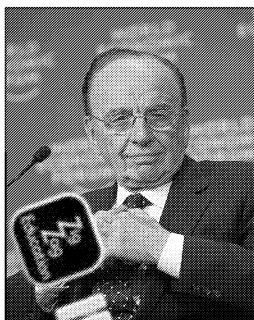
Identify the three main media conglomerates being referred to below

### 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

Provide definitions for the key terms below

Red top:

Anchorage:

News values:

**KEY TERMS**

Continuity:

Gatekeepers:

# Newspapers – Media Language and Representation

Right wing

Politics

Left wing

0 0.5 million 1 million 1.5 million  
Circulation (per month) – as of 2019

Major British

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

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**

## 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 ( <i>remember: a 'line' of text that tells you who the story is 'by'</i> )
	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 <b>tabloids</b> ).
	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

Complete any missing information in the fact sheet below.

## 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 \_\_\_\_\_ since the end of World War II. It has remained critical of the Conservative Party.

### The Times

**Format:** Broadsheet  
**Date of publication:** 13 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 \_\_\_\_\_

**Core demographic:** ABC1, educated, with a liberal or right-wing political stance

**Politics:** \_\_\_\_\_, took a balanced approach to Brexit in terms of articles published but eventually backed \_\_\_\_\_, even though its readers were likely to vote \_\_\_\_\_

## The People

### Alan Bates (now Sir Alan Bates)

Alan Bates was a subpostmaster (along with his partner) in Llandudno, Wales, whose contract was terminated after he raised repeated concerns about the Horizon software and refused to accept liability for shortfalls. He continued to raise concerns and seek justice for wrongly accused/convicted subpostmasters, contacting the press and MPs. He was knighted in 2024.

This was dramatised by ITV in *Mr Bates vs The Post Office*.

### Paula Vennells (formerly CBE)

Vennells joined the Post Office as network director in 2007 and was CEO from 2012 to 2019. In this capacity she oversaw the prosecutions of hundreds of subpostmasters. She also terminated the contract of a firm of forensic accountants hired to investigate Horizon as she was unhappy with their findings. After leaving the Post Office, she had several more lucrative jobs.

In 2024, under increasing pressure, she handed back her CBE. At the statutory inquiry, she insisted that she had known nothing about problems with Horizon, blaming other Post Office executives of withholding information from her.

### Fujitsu

Fujitsu is a \_\_\_\_\_ multinational information and communications technology equipment and services corporation. It designed, developed and operated the \_\_\_\_\_ IT system. It also has numerous other \_\_\_\_\_

## The Events

In 1999, the Post Office introduced a new automated accounting system in about 14,000 Post Office branches, replacing the older \_\_\_\_\_ accounting system. These branches were all connected to a \_\_\_\_\_ computer system supplied by Fujitsu. The software used was called \_\_\_\_\_. Almost immediately after Horizon was installed in these branches, the subpostmasters began experiencing accounting shortfalls that they could not explain.

In 2000, Alan Bates, a subpostmaster in Wales, reports \_\_\_\_\_ with the \_\_\_\_\_ system. He refuses to accept liability for shortfalls in his accounts.

In 2004, Alan Bates has his contract terminated by the Post Office. In 2004, Lee Cadeaux, a subpostmaster in Bridlington, is made \_\_\_\_\_ after losing a court case with the Post Office over a £25,000 shortfall.

In 2009, \_\_\_\_\_ magazine breaks the story of seven subpostmasters beginning a fight for justice. The JFSA (Justice for Subpostmasters Alliance) is founded.

In 2010, pregnant subpostmaster Seema Misra is sent to jail after being accused of \_\_\_\_\_ £74,000. Details about bugs in the Horizon system software were not mentioned in the court case.

In 2015, Post Office boss Paula Vennells tells the business select committee (a government committee) that there is \_\_\_\_\_ evidence of any miscarriage of justice. The Post Office halts prosecutions.

In 2017, 555 subpostmasters launch legal action against the Post Office.

In 2019 a High Court judge ruled that Horizon contained a number of 'bugs, errors and defects' and there was a 'material risk' that shortfalls in Post Office branch accounts were caused by the system. The PO agrees to pay \_\_\_\_\_ to the subpostmasters. Post Office boss Paula Vennells is appointed a CBE.



# 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

**THE POST OFFICE HORIZON**

**Time to stop big paydays, says MP**

**EXCLUSIVE**

**GOVERNMENT FLOODED**

**KEEPING IN WHITE TOWNS**

**SUING FOR UTOPIA**

**AT THE PARTY CONFERENCE**

**SCANDAL: GUILTY FIRM**

**Company's been awarded 200 public sector contracts .. worth £6.8 billion**

**THE FUJITSU FILES**

**Its IT services are at heart of police and government with execs skilled at schmoozing MPs**

**FO: STILL USING DISCREDITED SYSTEM**

**WHY STILL NO JUSTICE?**

**EX CHIEF**

**Post Office**

Daily Mirror: © Reach PLC, 2024





# The Times



## Post Office scandal MPs could pass emergency law to

Just as MPs have discussed the Post Office scandal, a group of MPs has proposed a new law to give the government the power to pass an emergency law to deal with the crisis. The proposal, which was introduced by the Conservative MP for the South West, Lord Vennells, is a response to the growing concern that the government may not be able to pass a law to deal with the crisis in time.



## Vennells faces calls to return £2.2m bonuses as well as CBE

Lord Vennells, the Conservative MP for the South West, has been called to return £2.2m bonuses as well as his CBE. The calls come as part of a wider campaign to hold the government accountable for the Post Office scandal.

Lord Vennells has been a vocal supporter of the government's response to the scandal. He has argued that the government has done everything it can to deal with the crisis. However, some MPs and the public are calling for a more robust response.

## quash postmasters' convictions



## Retired IT expert 'knew about security bugs in the system'

A retired IT expert has claimed to have known about security bugs in the Post Office system. The expert, who has worked for the Post Office for many years, has said that he was aware of the bugs but did not report them to his superiors.

The expert's claims have caused a stir in the Post Office. The Post Office has said that it is investigating the claims and will take appropriate action if necessary.



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# 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 \_\_\_\_\_ the general public more access to arts, entertainment and luxury. A similar technological \_\_\_\_\_ 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



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 2017, Protein World was accused of body shaming when it released the tagline: 'Are you beautiful yet?' paired with a print advert showing a sexualised woman in a bikini
- In 2018, 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, a company 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 remained 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.

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

**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.

**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'

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 top lightsabres have traditionally targeted an audience of young boys

# CSP 1 – OMO Advert

Using your knowledge of media language and advertising codes, annotate the close study product. Things to consider...

- |                    |               |
|--------------------|---------------|
| ✓ Anchorage        | ✓ Framing     |
| ✓ Non-verbal codes | ✓ Rhyme       |
| ✓ Advertising Copy | ✓ Repetition  |
| ✓ Mode of Address  | ✓ Superlative |
| ✓ Cultural Codes   | ✓ Punctuation |

**WHITENESS ALONE WON'T DO!**

**OMO makes whites Bright!**

**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 go things clean and white. Omo does this—and much more. Omo-bright 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!

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

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:

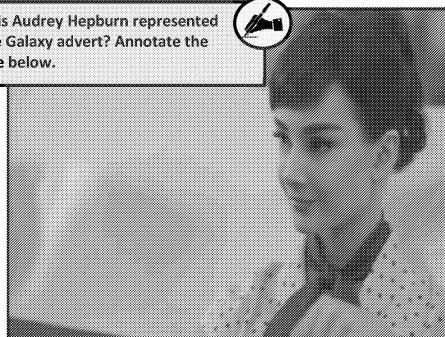
Intertextuality:

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

# CSP- GALAXY AND REPRESENT

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



Audrey Hepburn Galaxy Ad: © Mars, Incorporated, 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 twentieth century, the majority of advertisements featuring African Americans depicted them as having 'minstrel qualities' such as thick lips and buck teeth.

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:

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.

# Online, Social, Participatory Media and Video Games

## Online media – How can we participate?

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

**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.

## 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

Terms that really need to be known!

Provide definitions for the following key terms

Hypertextuality:

Immersive:

Participatory Media:

## 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.

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

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.

Videos

Main image

HTML Links



# 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.

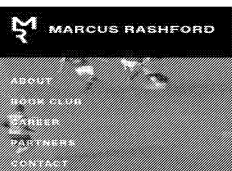
Social justice

Selfies with friends, family and business partners

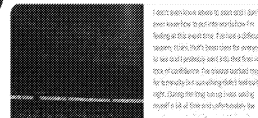
**Working link:** The website makes it as easy as possible for fans to access his videos, his campaigns and the work of his collaborators.

**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 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 End** and **Food Poverty**.
- Marcus has directed most of his efforts towards 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...

Mc 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:

Provide definitions for the following key terms.

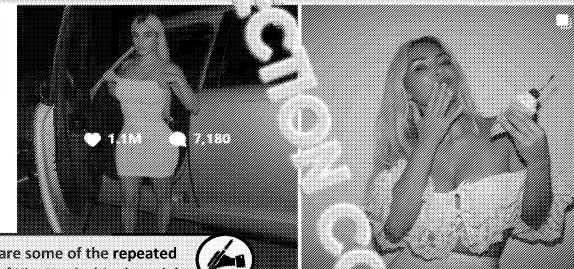
Social media content

### 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**, **pastel** 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 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 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 **very 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

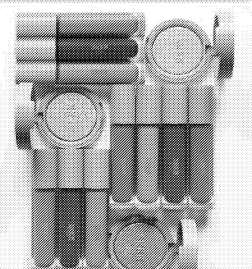


What are some of the repeated traits of Kim Kardashian's social media pages? One has been completed for you.

**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



What is K-pop?

K-pop is...

What are the key characteristics of K-pop?

How are social media accounts used to form relationships with fans?

What is the 'Idol Industry'?

The Idol Industry is...

**K-pop performers** usually perform in groups – the average group size is seven. They each perform sections of the song and choreographed dance routines. Early all bands are single-sex; South Korean society is conservative, and idols are expected to adhere to strict standards of behaviour including not dating until they are in their 20s.

K-pop performers are expected to conform to particular beauty standards – list some of these below:

- 
- 

Define fandom culture in the K-pop industry.

Fill in the missing pieces of information below.

**K-pop revenues** in 2023 were huge. Worldwide, the K-pop industry is reported to have been worth more than US\$9 billion in 2023. This revenue comes predominantly from (1) \_\_\_\_\_, (2) \_\_\_\_\_, (3) \_\_\_\_\_ and (4) \_\_\_\_\_, especially in South Korea.

Answer the question below.

Issues of concern over the K-pop phenomenon include:

- 1.
- 2.
- 3.
- 4.

## BLACKPINK

**BLACKPINK** are currently the most globally successful girl K-pop group (second only to BTS, an all-boy band). The four members of BLACKPINK are Jennie, Rosé, Lisa and Jisoo. Although they have released only two studio albums, they are wildly successful with at least 22 million streams in June 2024. They are also the most streamed music act on YouTube (as of July 2024).

Stylistically, they are associated with the 'girl crush' concept in K-pop, which is marketed as exploring themes of self-confidence and female empowerment. Their image is carefully constructed to balance ideas of 'fierce' and 'feminine'.

What online platforms do BLACKPINK use?

- 
- 
- 
- 
- 



Who created BLACKPINK?

Create a brief timeline for BLACKPINK's rise to fame.

# Lara Croft Go and BLACKPINK The Game

## 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. One example has been provided to help you.

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

**Background:**

**Colour scheme:**

**Soundtrack:**

**Actions:**

**Antagonists:**

**Rewards:**

**Function:**

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

Fill in the missing pieces of information below.

Context you need to know...

Date of Release:  
Developer:  
Genre:  
Platforms:

- 1.
- 2.
- 3.

Summarise the narrative structure of Lara Croft Go in three stages.

Provide definitions for the following key terms.

Franchise

Capitalism

How would you describe the framing and camera movement for BLACKPINK The Game?

Fill in the missing pieces of information below.

Context you need to know...

Date of Release:  
Developer:  
Genre:  
Platforms:

A portmanteau of 'free' and 'premium': a business model where the basic product is free, but additional features are available for

Gameplay

Puzzles and mini-games, resource management, online competition and character customisation

List the ways in which FTP (free-to-play) games make money.

Why might BLACKPINK The Game be controversial in terms of the representations it constructs?

Representation

BLACKPINK THE GAME

What type of Producer are you?



BLACKPINK The Game © TakeOne Company, 2024

Below is a list of key codes and conventions from video games. Describe the form these take in BLACKPINK The Game. One example has been provided to help you.

**Location:** The main location is the management area, where you build and upgrade rooms to progress

**Colour scheme and appearance:**

**Soundtrack:**

**Gameplay (narrative):**

**Rewards:**

**Function:**



Media Conglomerate:

Provide definitions for the following key industry terms



Vertical Integration:

Horizontal Integration:

Synergy:

Cross-platform Marketing:

Viral Marketing:

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



In what years were these social media sites founded?



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 INDUSTRIES



Provide definitions for the following key audience terms

Active audience:

Passive consumer:

Mass audience:

Niche audience:

A demographic

21

# MEDIA AUDIENCES

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 decode these messages. However, they will not always do this in the way the producers intended

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



# Newspaper: Audience and Industry

Fill in the missing keywords relating to newspaper regulation 2014, Independent, unbiased, Complaints, hacking, Leveson, David Cameron, self-regulated

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: © News International, 2011

Provide three more points from the





# DAILY MIRROR

## CSP: Audience and Industry

23

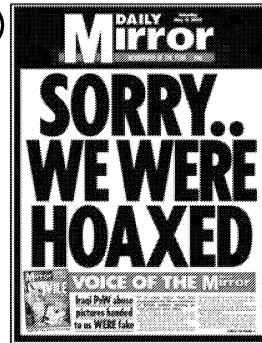
### Uses and Gratifications

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

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

### 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*



Daily Mirror © Reach PLC, 2004

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

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

Tactics used	<ul style="list-style-type: none"> <li>Bright flashy colours</li> </ul>
The risk of these tactics	<ul style="list-style-type: none"> <li>Perceived lack of quality</li> </ul>

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

### *Mirror's* Owner

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

### Political Allegiance

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

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

### Core Demographic

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



# The Times – Industry and Audiences

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

*The Times* provides **information** by

i

*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

- Which British newspaper currently has the highest circulation figures?
- What is currently the British 'quality' newspaper with the highest circulation figures?
- What is unique about *The Times*' print sales compared to those of other British newspapers?

Answer the following questions:

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

**Socially Liberal**

**Age 35+**

Ageing out audiences:

Pressure Group

Provide a definition for the following terms

Describe the objections certain pressure groups have had to Rupert Murdoch

Answer the following questions

- The Times* originally became popular among which group?
- Which company bought *The Times* out in 1981?
- Who currently edits *The Times*?
- '*The Times* is currently the oldest daily newspaper in Britain.' True or false?
- What was *The Times* originally called when it was first founded?

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

Provide an argument for *The Times* being politically biased

Yes:

Provide a counterargument for *The Times* being politically biased

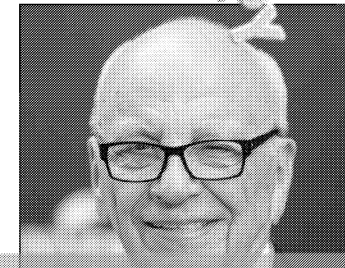
No:

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



**PARENT CONGLOMERATE:**  
NEWS CORP

**PARENT COMPANY:**  
NEWS UK

**PUBLISHER:**

# FILM INDUSTRIES

## 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.

Identify the eight content categories considered by the BBFC

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

British Film Regulation

Distribution company

Sponsorship

Syndication

### Did you know?

Many mainstream films earn over 30% of their gross profit in the opening weekend that they are released.

### Where would the remaining stages of production appear in the table below?

The budget is decided / Shooting locations are selected / The film is shot / The film is edited / Any sound effects or soundtracks are added / The film is distributed; usually through cinema screenings or streaming services

### 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

Circle the statement below which is describing horizontal integration

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

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

Sponsorship:

Interactive Features:

Narrative and Character:

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:

# FILM INDUSTRIES

26

## BLACK WIDOW I, DANIEL BLAKE

Identify which actors are being described in the boxes below

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

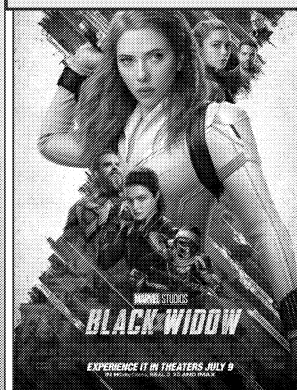
\_\_\_\_\_ was part of the Marvel Universe from the beginning and an established character. She was the world's highest-paid female actor in 2018 and 2019 and has featured a number of times in Forbes Celebrity List. She has been included in the list of the 100 most influential people of 2021. She has 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*.

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



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## 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, \_\_\_\_\_, and BBC Radio 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?

Fill in the missing information below

frequency, digital audio broadcasting, amplitude, 1900s, digital, 1940s, BBC Radio 5 Live

**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 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.

### What to Remember about Ofcom

- Ofcom has the responsibility of regulating the \_\_\_\_\_'s content. The organisation achieves this by setting out a framework of conditions that all this \_\_\_\_\_'s content must adhere to.
- Ofcom states that content which is likely to harm or damage the development of under \_\_\_\_\_ (physically, mentally or otherwise) should not be broadcast
- Very much like the BBFC (British Board of \_\_\_\_\_), Ofcom bases its judgement of potentially harmful content on the following factors: the \_\_\_\_\_ 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 growing media industries. In 2018, one in four people listened to podcasts.

List additional examples of audience appeal offered by radio

Subject-specific entertainment

### Audience Appeal of Radio

Information

# Radio

## Key Definitions

Public Service Broadcaster:

Commercial Broadcaster:

Provide definitions for the following key terms

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 1 Launch Day

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

## Tony Blackburn – Fact Sheet

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

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

Describe a typical opposed reading someone could have made of the Radio 1 Launch Day back in 1967

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

Fill in the missing information below. Scrapped, Home Service, younger, The \_\_\_\_\_ Programme, needle time, Light Programme, five, offences, Marine, employed, \_\_\_\_\_, territorial

## 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:

- \_\_\_\_\_ : 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

Provide a definition for the term 'diversification'

Complete the sentences below

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

BMG is a German multimedia conglomerate headq... It operates worldwide and owns more than... magazines, over... dig... 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 advertisers because...

This multinational cross-media group owns numerous magazine and radio brands but also has 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...

Passive audience:

Active audience:

Describe how active and passive audiences may engage with KISS FM

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	★	★

# KISS FM

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## 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 12<sup>th</sup> 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 17<sup>th</sup> February 2014 that Jordan and Perri would be the UK hosts for the Nickelodeon Kids' Choice Awards.
- On 3<sup>rd</sup> August 2020, Banjo and Kiely began presenting the radio show KISS Breakfast every weekday from 6am, replacing Tom Green and Daisy Maskell.



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# MUSIC VIDEOS: INDUSTRY AND AUDIENCES

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

Identify the three main record labels

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

\_\_\_\_\_: Arista Records; Columbia Records; Epic Records

\_\_\_\_\_: Capitol Records; EMI; Geffen Records; Island Records

\_\_\_\_\_: Atlantic Records; Asylum Records; Elektra Music Group

i) What does the Parental Advisory Scheme do?

Answer the following questions

ii) What is the BPI responsible for?

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

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

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

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 Jackson 5* became the first ever 'talkie' (film accompanied by sound) - this included a musical

\_\_\_\_ - The launch of MTV (the first music video TV)

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

\_\_\_\_ - The launch of Vimeo

\_\_\_\_ - Tony Bennett's 'Stranger in Paradise' was released - this is thought by many to be the first proper 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

Keeping old concert tickets

Replicating the fashion sense of certain bands and artists

Examples of audiences actively engaging in

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** –

30

# ARCTIC MONKEYS

## I BET YOU LOOK GOOD ON THE DANCEFLOOR

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

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

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

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

YouTube Views

1.1 billion

50 million

# BLACKPINK

## HOW YOU LIKE THAT

Fill in the missing information below

YouTube Subscribers

Instagram Followers

Twitter Followers

TikTok Followers

Facebook Followers

Demographics

Psychographics

**Formed:** \_\_\_\_\_

**Record Label:** \_\_\_\_\_

**Members:** \_\_\_\_\_

**Genre:** \_\_\_\_\_

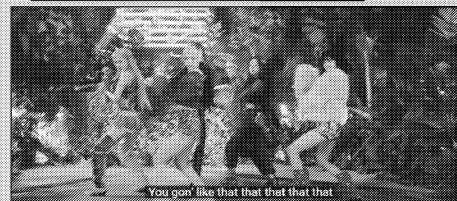
**UK Charts:** \_\_\_\_\_

**Major Achievement:** \_\_\_\_\_

**Reality Show:** \_\_\_\_\_

Identify two ways in which BLACKPINK have used social media

Analyse the visual aesthetic of 'How You Like That'. Use the image to help you.



'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 \_\_\_\_\_, to protect minors against harmful content. The PEGI standards by which video games released in countries 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 game 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:

Listed below are some of the effects online media can have on audience. Identify some of the negative effects.

**Positives:** More social interaction; greater access to career opportunities; enables communication with like-minded people; offers access to more information (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,

## 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**

According to Ofcom (2018 study)...

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?



f

G+

WhatsApp

in

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



List the **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.

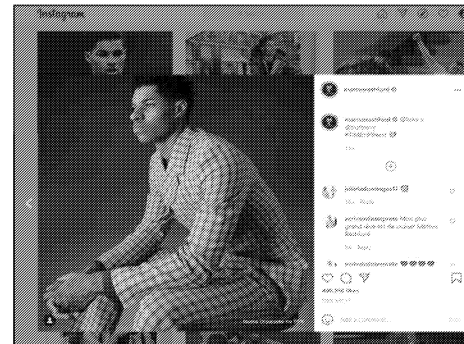
## Information

- Promoting campaigns** that he is supporting and posting links on where his followers can go in order to show their support as well.

## 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



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

33

# Kim Kardashian Industry and Audience



Fill in the missing  
information below



## Kim Kardashian Target Audience

Gender:  
Age:  
Class bracket:  
Generation:  
Psychographic qualities:

## AUDIENCE'S POSITIONING

Identify three ways in which Kim Kardashian targets her audience



How does Kim Kardashian target her audience?

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.

Explain what is meant by the cultivation theory. How does this apply to Kim Kardashian's audience?



Describe why an audience might have an  
opposed reading of Kim Kardashian's content



Fill in the gaps below.



## MEDIA INDUSTRIES

\_\_\_\_\_ 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.

\_\_\_\_\_ (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.

\_\_\_\_\_ 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.

List the uses and gratifications audiences can receive from consuming Kim Kardashian's online content (a few examples have been provided)



## 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.

- .
- .
- .



Concerns about social media platforms

- .
- .
- .
- .
- .

What are six concerns about  
social media platforms?



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



Personal Identity



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# BLACKPINK The Game and Lara Croft Go Industries and Audiences

34

## The Making of the CSPs

Fill in the missing keywords below  
Hit \_\_\_\_\_ promotion, BTS world game, YG \_\_\_\_\_, Tomb Raider, remakes, 'The \_\_\_\_\_ One, multiple, development, franchise, go-brainer, engine

### BLACKPINK The Game

- Developed by \_\_\_\_\_ Company, a 'convergence company' also responsible for creating the \_\_\_\_\_
- BLACKPINK were involved in the \_\_\_\_\_ and \_\_\_\_\_ of the game. The single \_\_\_\_\_ was initially part of the game app, before being available on general release.
- Although the game is made by a different company from \_\_\_\_\_, the group were involved in the promotion of the game and the game promotes content created by the group.

### 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 as 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.

Complete the following sentences by inserting one of the close study products

### SUCCESS OF THE GAMES

\_\_\_\_\_ has been downloaded 6 million times since its release (as of November 2024)

\_\_\_\_\_ won the Apple Design Award 2016 and Best Mobile Game at the 2015 Game Awards





Identify three media products which Lara Croft Go was criticised by \_\_\_\_\_ and critics

### Criticisms of Lara Croft Go

- Questionable difficulty (some found it too easy, others too difficult)
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

Fill in the table by identifying the uses and gratifications audiences can receive from consuming the two close study products

Uses and Gratifications	Lara Croft Go	BLACKPINK The Game
Entertainment 		
Information 		

Answer the following questions

### Lara Croft as a franchise

- i) In what media product did the character of \_\_\_\_\_

Identify three ways in which BLACKPINK The Game generates profit.

### Monetisation