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MEDIA

COMPONENT NUMBER	TOPIC
1	EXPLORING MEDIA PRODUCTS
2	DEVELOPING DIGITAL MEDIA PRODUCTION SKILLS
3	CREATE A MEDIA PRODUCT IN RESPONSE TO A BRIEF

Name:

Tutor Group:

SP – TOPIC

Component 1 Exploring Media Products

INTRODUCTION

Component 1: Exploring Media products

Internal Assessment.

In this component, you will develop your understanding of how media products are created for specific audiences and purposes. You will explore the relationship between genre, narrative and representation in media products, and develop your understanding of how they are interpreted by audiences.

You will extend your knowledge and understanding by deconstructing existing products in one of the three sectors: audio/moving image, publishing and interactive media. You will learn how media production techniques are used to create different effects to communicate meaning to audiences.

This component will give you an understanding of media practitioners' work, techniques and technology, which are used to contribute to the creation of media products.

Component 2: Developing Digital Media Production

Skills

Internal assessment.

Working in the creative media industry involves the application of a wide range of practical processes, skills and techniques. The industry requires practitioners who can create products that are effective and well matched to their audience and purpose.

In this component, you will develop practical media production skills and techniques. You will have the opportunity to specialise in publishing sector. You will take part in workshops and classes where you will develop practical skills and techniques. You will apply these skills and techniques to relevant pre-production, production and post-production processes when reworking an existing media product/s. Throughout your development, you will review your progress and consider how you can make improvements to your techniques.

Component 3: Create a Media Product in response to a brief.

External assessment.

Media production is a dynamic and rewarding practice that requires the application of various practical skills and personal qualities. In order to prosper, the media industry needs practitioners who are able to generate ideas and create effective media products in response to a brief.

In this component, you will respond to a client brief and create a product in the publishing or Moving image sector. You will interpret the client's needs and engage in the process of ideas generation, selecting and refining your ideas until you are satisfied that you have an idea that meets the requirements of the brief. You will undertake pre-production planning to demonstrate to the client how your ideas will be implemented within a planned media product. Throughout the pre-production process, you will need to monitor and review the effectiveness of your planning and intended outcome to ensure that your planned media product is fit for audience and purpose. This should enable you to make the necessary amendments and improvements to your proposed product as you enter the production stage of the process and create a suitable digital media product in response to the brief.

KEY FACTS TO MEMORISE

GENRE IS... the word is used to describe a particular style which has certain characteristics or 'Ingredients', which we call genre CONVENTIONS.

SUB and HYBRID GENRE IS...

Sub genres: Within most genres we can find **sub genres**, for example within Comedy we can find RomCom
A hybrid genre is a genre which blends themes and elements from two or more different genres, for example *The Office* is a documentary/comedy.

Primary Audiences:

The audience that the media producer targets is called the **PRIMARY** audience. This is the audience they intend to target – ie Children are the primary audience for Disney

Secondary Audiences:

Audiences that engage with the product who are NOT who the media producer intends to target is called the

SECONDARY audience – i.e. parents are the secondary audience for Disney.

AUDIENCES can be segmented by:

- AGE
- GENDER
- ETHNICITY

Socio-Economic Groups:

A - Higher managerial, administrative, professional e.g. Chief executive, senior civil servant, surgeon

B - Intermediate managerial, administrative, professional e.g. bank manager, teacher

C1 - Supervisory, clerical, junior managerial e.g. shop floor supervisor, bank clerk, sales person

C2 - Skilled manual workers e.g. electrician, carpenter

D - Semi-skilled and unskilled manual workers e.g. assembly line worker, refuse collector, messenger

E - Casual labourers, pensioners, unemployed e.g. pensioners

AUDIENCE RESPONSE:

Preferred Reading – the audience respond to the product the way media producers want/expect them to without questioning – these are **passive audiences**

Negotiated Reading – the audience knows what the producer wants us to think, knows why that might be an untruthful representation, but forms an opinion which is a combination of both – these are **active audiences**

Oppositional Reading – the audience completely reject the product's message.

MEDIA SECTORS:

Audio/Moving Image: Film Trailer/TV Show/Music Video/Animation/Radio.

Print/Publishing: Newspapers/magazines/Comics/Brochures/Advertisements.

Interactive: Website/mobile apps/ Games/E-Magazines/Advertisements.

PRINT ANALYSIS LANGUAGE:

Connotations: Associations of colours/language/poses

Denotation: What the audience see.

Typography: Font choice, font size and font colour choice.

Dominant Image: the main image on the front cover of a magazine.

Masthead: the name of the magazine usually found at the top of the magazine front cover.

Sell lines: these inform and persuade the audience to buy the magazine. They offer a summary of what regulars and features can be found in the magazine.

Colour Scheme: The use of colour on a magazine front cover will be carefully selected.

KEY WORDS

Conventions	Genre conventions are all the parts of the genre such as character similarities and repeated plots that allow us to distinguish between genres. Genres have elements that the audience expects as they have been used many times in previous films.
Actors	Certain types of characters stereotypically only act in the same genre of film for example Jenifer Aniston is usually only found in Romcoms, Jason Statham as a star would usually indicate an action film.
Narrative	A film's 'story, or plot', for example boy meets girl would indicate romance, Heroes or Heroines vs Villains indicates Action.
Setting/ location	A film's setting can help us to tell a film's genre, for example 'western' films are usually set in the American outback, a Sci-Fi film will usually be set in space
Mise-en-scene	A French term meaning "put into the scene", this includes costumes, hair, make-up, and props and can help us identify the genre.
Iconography	Icons that help us to identify the genre, for example icons of the Western genre includes ten gallon hats, spurs and horses, the action genre could include guns.
Technical codes	Technical codes are aspects like camerawork, sound and lighting and these can indicate genre. For example the technical code of lighting is used in all genres but in horror, side and back lighting is used to create mystery and suspense.

COURSEWORK TIPS:

Everything we see in the media is constructed – the people, places, issues and events we see are a representation of reality.

When analysing a media text you should consider:

- What is the genre of the media text? How do the target audience know this?
- Who is the Primary Target audience? How do you know?
- What is being represented? To whom?
- Is the representation positive or negative?
- How might different audiences 'read' this representation?

STRETCH

Narrative: Todorov's Theory.

1. A state of equilibrium (all is as it should be)
2. A disruption of that order by an event
3. A recognition that the disorder has occurred
4. An attempt to repair the damage of the disruption
5. A return or restoration of a NEW equilibrium.

Types of narrative structure:

linear, where the story is told in order and a new equilibrium arrived on at the end

non-linear, where events are told out of sequence

circular, where the story ends where it began – ie there has been no change to the equilibrium

interactive, where the audience can influence the narrative

open narratives, where there is no resolution by the end

closed narratives, where the story is resolved

single-strand, where the narrative follows just one storyline

multi-strand, where there are different interwoven stories.

Propp's Character types:

Hero – undertakes a journey or a quest

Villain – attempts to thwart or kill the hero

Donor – gives the hero advice or a useful object

Helper – a friend who helps the hero in their quest

Princess – motivation and reward for the quest

Dispatcher – sends the hero on their quest

False Hero – one who turns on the hero and is punished

EXAM QUESTIONS

1. Explain two disadvantages of the 'hypodermic' model of audience theory.
2. Explain two ways in which digital media technology may have had an impact on the growth of non-music radio audiences since 2005.
3. RockOn is a new digital rock music magazine aimed at 14–19-year-old males. The producers of the magazine want the cover of their first edition to capture their target audience and communicate their core values of 'freedom' and 'rebellion'. Discuss how the producers of this magazine might use mise en scene to create meaning for the target audience on the cover of the digital magazine RockOn.
4. Analyse how access to digital media technology has turned media consumers into media producers.
5. Give one example of a secondary audience.

FURTHER LINKS

The Media Insider:

https://www.youtube.com/watch?v=qE-B_XkoAgQ

Mrs Fisher:

<https://www.youtube.com/watch?v=CuEdncp5XfM>