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MEDIA

TOPIC NUMBER	TOPIC
1	Digital Media Sectors and Audiences
Component 1	Learning Aim A: Media Products, Audience & Purpose
Component 1	Learning Aim B: Genre, Narrative, Representation & Audience Interpretation
Component 2	Developing Digital Media Pre-Production Skills
Component 2	Writing a Screenplay / Film Treatment
Component 2	Learning Aim A: Developing Digital Media Production Skills

Name:

Tutor Group:

MEDIA SP – TOPIC 1

Digital Media Sectors and Audiences

INTRODUCTION

30% of BTEC Level 2 Creative Digital Media Production
50 Marks 1 Hour.

In this externally assessed unit you will explore the different digital media sectors and the products they produce. You will understand the range of technological platforms used to distribute media, and how each sector has a common production process.

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 America 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.

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.

MEDIA SP – TOPIC 1

Digital Media Sectors and Audiences

FURTHER LINKS

The Media Insider:

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

Mrs Fisher:

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

EXAM TIPS:

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

When analysing a media text you should consider:

- What is being represented? To whom?
- Is the representation positive or negative?
- How might different audiences 'read' this representation?

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.

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

Component 1: Learning Aim A: MEDIA PRODUCTS, AUDIENCE & PURPOSE

Media SECTORS

Audio/Moving Image	Print/Publishing	Interactive
<i>Film Trailer</i>	<i>Newspaper</i>	<i>Website</i>
<i>TV Show</i>	<i>Magazines</i>	<i>Mobile Apps</i>
<i>Music Video</i>	<i>Comics</i>	<i>Games</i>
<i>Animation</i>	<i>Brochures</i>	<i>E-Magazines</i>
<i>Radio</i>	<i>Advertisements</i>	<i>Advertisements</i>

PRIMARY & SECONDARY AUDIENCES

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AUDIENCES
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PURPOSES of Media Products

Producers might create media products for:

Information, Entertainment, Escapism

Profit, Community benefit, Raising Awareness

Critical acclaim, Inspiration, Experimentation

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E - Casual labourers, pensioners, unemployed e.g. pensioners without private pensions and anyone living on benefits

Relationships (areas to consider) :

- Identification and targeting of the audience.
- emotional engagement
- Profit (can have the greatest influence on a media product)
- consumption of the product (How is it viewed; e.g. phone, tablet etc.)
- marketing of the product (4 P's – Product, Place, Promotion, Price)
- pre-production/production (Before it is made, during the making)
- distribution (How it is released)
- internet and social media allowing audience control over the product

One way media producers express their target audience is by writing a lifestyle profile, which explains the interests, opinions, behaviours and lifestyle choices of the audience, FOR EXAMPLE:

"Teenage girls living in the inner city who tend to idolize pop stars and buy items that boost their status among their peers."

Component 1: Learning Aim B: GENRE, NARRATIVE, REPRESENTATION & AUDIENCE INTERPRETATION

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 genres

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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

GENRE: Repetition & Difference

Genres are instances of repetition and difference (Steve Neal). Mere repetition alone would not attract the audience

Products must conform to (repeat) enough of the genre's conventions to be considered a part of that genre

Products must also subvert these conventions (difference) to be considered a unique product

This leads to genres changing over time – genres are therefore not static.

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NARRATIVE: Todorov's Theory

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Princess – motivation and reward for the quest

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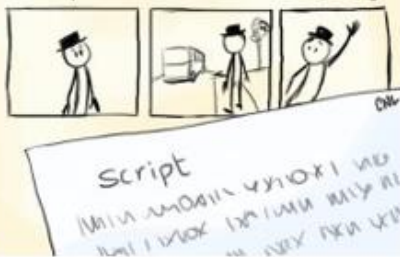
False Hero – one who turns on the hero and is punished

Component 2: DEVELOPING DIGITAL MEDIA PRE-PRODUCTION SKILLS

PRE-PRODUCTION

This is the planning stage for your film. It is everything which happens before filming begins.

Storyboard



EXTREME LONG SHOT XLS



VERY LONG SHOT VLS



LONG SHOT LS



MEDIUM LONG SHOT MLS



MID SHOT MS



MEDIUM CLOSEUP MCU



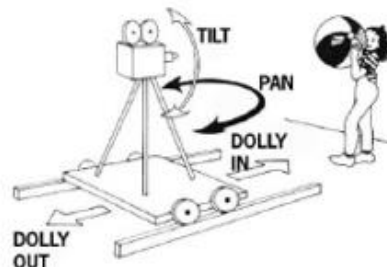
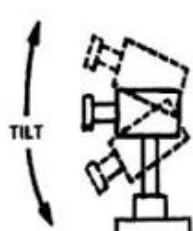
CLOSEUP CU



BIG CLOSEUP BCU



EXTREME CLOSEUP ECU



STORYBOARDING

A storyboard is essential and should show shot type & duration, audio, dialogue, camera movement, text and any SFX.

Storyboard	Producer	Title	Page Number
		Little Lady	1/5
Image	Audio	Description	
edit: Fade in ECU	Music fades in slowly increasing in noise	Starts as a close-up showing her eyes and how upset she is but gives the audience little idea of what's going on. It is slowly zooming in revealing the main character. dur: 3 secs	

SHOT ANGLES

The camera angle is the angle at which the camera is placed relative to the subject.

LOW ANGLE



camera is looking up

subject looks large

angle creates the impression of power in subject

NORMAL OR STRAIGHT ANGLE



camera is at eye-level of subject

subject looks even with, or equal to, viewer

angle makes viewer feel equal to subject and may even cause viewer to identify with subject

HIGH ANGLE

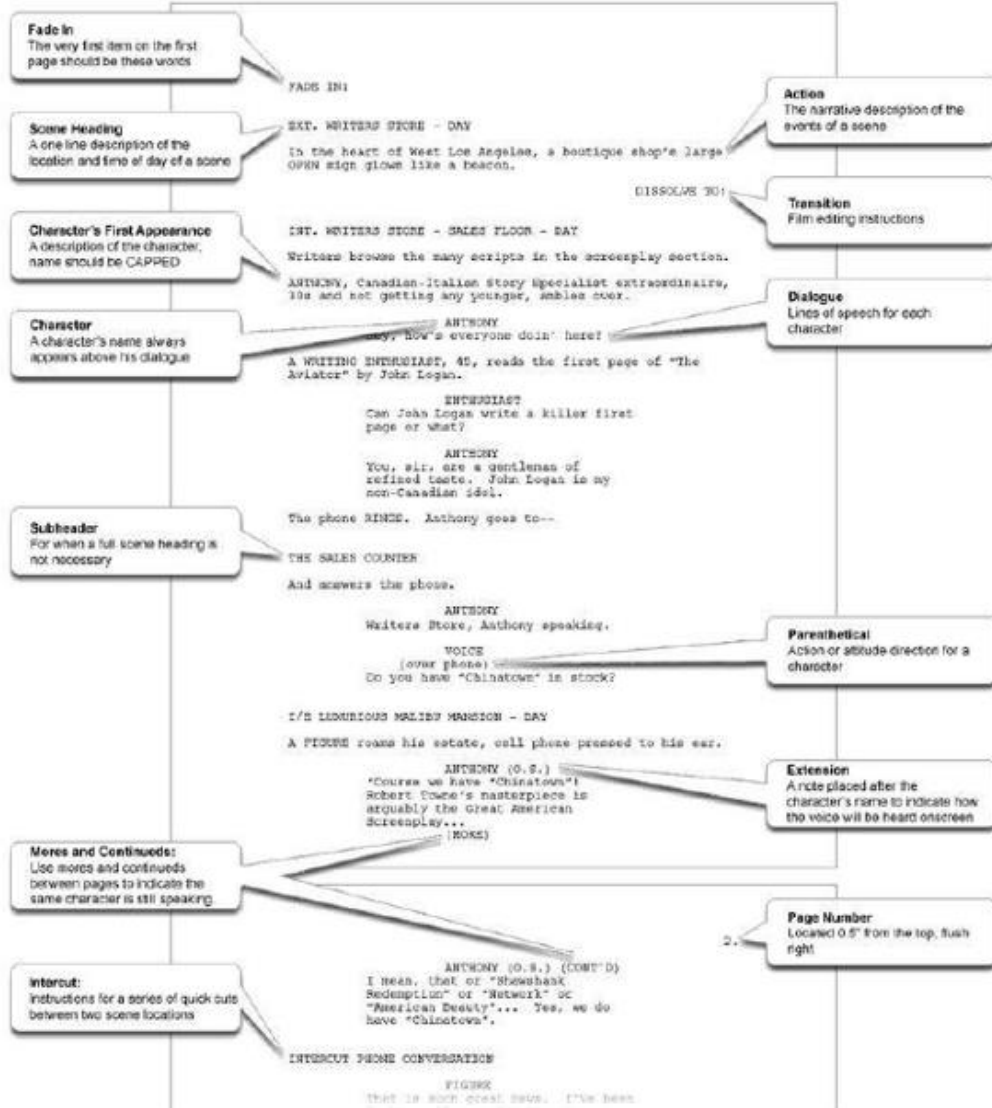


camera is looking down

subject appears small

angle creates the impression of weakness in subject

Writing a SCREENPLAY



Film TREATMENT

A treatment is a document outlining your idea and to sell your idea to a producer. It should include:

A working Title

Target Audience

Synopsis (who, where and when)

Research you have undertaken

More detailed breakdown of the plot into three 'acts'

- **Act 1** sets up the narrative by introducing the characters and situation
- **Act 2** the middle, progresses the situation, usually creating some kind of conflict for the characters
- **Act 3** the conclusion, how the conflict and narrative are resolved.

For each location you must undertake a RISK ASSESSMENT. This makes sure that the person responsible when on location has considered the safety of everyone involved in the filming from the contributor, the crew to the general public. Think through the filming day and consider what the potential hazards are, what injury could result from this hazard and how the risk can be reduced or avoided

Component 2: Learning Aim A: Developing Digital Media Production Skills

Coursework	
Grade	Criteria
L1P	I have demonstrated limited development of production skills and techniques
L1M	I have demonstrate basic development of media production skills and techniques through some experimental practical work .
L2P	I have demonstrated appropriate development of media production skills and techniques through relevant experimental practical work .
L2M	I have demonstrated effective development of media production skills and techniques through focused experimental practical work .
L2D	I have demonstrated comprehensive development of media production skills and techniques through creative experimental practical work .

What does this mean?
Limited means you have included some of the theory we have studied
Basic means you have included the first parts of theory sections e.g. a storyboard in pre-production but no shot types or camera movement Some experimental practical work this means you have put in screenshots of some of your practical work
Appropriate means you have included theory that is suitable for the stage you are working in (pre-production, production and post-production) e.g. a storyboard in the pre-production task Relevant experimental practical work means your screenshots of practical work match the theory you have spoken about and are suitable for the stage you are working in
Effective means you have included theory that clearly shows you have understood the topic and explains how it is essential to the stage you are working in Focussed experimental practical work means your screenshots of practical work clearly show the theory has been applied with detail.
Comprehensive means you have included theory that is thorough and fully demonstrates your knowledge of all the theory we have studied along with how it is essential to the stage you are working in and essential in the industry Creative experimental practical work means your screenshots of practical work show creativity and flair