

Why Do we Care About...?

- Almost every media text has some form of narrative running through it, whether it is a clear story with a beginning, middle and ending or a series of events reported through the media. Audiences **construct meaning** through their understanding of narrative structures and roles.

Narrative Theory

Levi-Strauss Binary Oppositions

- **Levi-Strauss** explored the idea that audiences made sense of narratives based on oppositional forces working against each other to drive the narrative forward. Examples of common **binary oppositions** seen in media texts include:

Good vs Evil
Young vs Old
Humans vs Nature

Choose a contemporary media text and explore how binary oppositions are used within the text to drive the narrative forward and engage the target audience.

Narrative Structure

Narrative structure refers to the way the story is told to the audience, the way the events unfold during the text. Narratives can have many different structures to them:

- **A closed structure** - a clear ending to the story, often leaving the audience feeling content and happy with the outcomes.
- **An open structure** - there is no clear and final conclusion to the story, this leaves it open to the audience to interpret.
- **A multi-strand structure** - there are several narratives running parallel with each other during the story, these might interlink at certain points during the sequence of events.
- Conglomerate produced films often end with a closed (happy) ending, whereas independent films tend to challenge this.

Narrative Key Terms

Linear	Non-linear
Structuralism	Binary oppositions
Iconography	Equilibrium
Connotation	Diegetic world

Can you research the definitions of these key terms? Then write them up in your own words, or even better make an infographic?

Digital Media and Creating Narratives

- With advancements in new technologies audiences are becoming more proactive in creating their own narratives. Media theorist Henry Jenkins explores the idea that producers of media texts have created 'worlds' for audiences to engage in, that work together to tell the story of a media text. These worlds are developed and enhanced through on-line digital media and the communities that they have created, he calls this participatory culture.

NARRATIVE

noun: the construction of elements to create a story

Narrative Theory

Propp's Character Roles

Propp wrote about the idea that every narrative contains seven identifiable character roles:

1. The **Hero**.
2. The **Villain**.
3. The **Princess**.
4. The **Helper**.
5. The **False Hero**.
6. The **Donor**.
7. The **Dispatcher**.

Whilst these roles might be identifiable in many films, it is important to remember that in modern media texts **challenge the conventions** of traditional narrative structures and narrative roles in order to engage a **modern audience**, and challenge certain stereotypes associated with social groups.

Q. Steve Neale (a film theorist) wrote about the importance of repetition and difference within film-making. Why do you think audiences enjoy familiarity in narrative roles and structure?

Narrative Theory

Roland Barthes Narrative Codes

Barthes explored how narratives are constructed to appeal to an audience through using different codes. The audience read these codes and make sense of them, resulting in audience gratifications from the text. These codes include:

- **Enigma Code** – a mystery in the narrative that engages the audience.
- **Action Code** – actions or events that move the narrative forward.
- **Symbolic Code** – when meaning is created through the use of signs and signifiers.

Narrative and Audience Appeal

- One of the key narrative hooks that engages an audience is the use of ENIGMA codes within a film. Audiences are used to reading narratives from a young age and therefore recognise and gain pleasure from formulaic narrative structures. During the text the audience is led to expect certain elements linked to the genre conventions of that text, within a narrative this often revolves around the audience's need for excitement/suspense, an element of tension regarding the outcome and closure.

Narrative Theory

Todorov's Narrative Structure

Tzvetan Todorov is one of the most well-known theorists when exploring narrative structure. His theory puts forward the idea that every narrative follows the same structure:

1. An **equilibrium**.
2. A **disruption**.
3. An **attempt to repair**.
4. A **resolution**.
5. A **restored equilibrium**.

This is also known as the classic **Hollywood** narrative structure and provides audiences with the gratifications of familiarity and a clear **resolution** at the end of the narrative.

Targeting an Audience

- **Marketing** is key in **reaching a target audience** and making them **aware** of a media product. Choose **specific campaigns** across **different** media forms and explore what assumptions organisations within these sectors make about their target audiences through analysing their marketing campaigns.
- In your opinion how effective are **guerrilla** and **viral** marketing campaigns in targeting **specific audience profile** groups? Refer to specific examples.
- Assess the role of **genre conventions** in targeting an audience through **trailers, teasers** and **tasters**.

Audience & Technologies

- How have technologies **changed our society** through audience's engagement with these within the media? In your opinion has it been a **positive change** for our society?
- Henry Jenkins argues that **'people are starting to feel more empowered'** by the media. Explain what he means by this. Do you agree with this opinion? Refer to specific examples across different media forms in your response.

Audience Profiling

- Explore how media organisations **categorise audiences**, you should examine the different **variables** used to segment groups within society. Create an **infographic** which illustrates the different profiles.
- **Compare** and **contrast** media products, within the same industry, that are aimed at **small specialised** audiences with ones that are aimed at a **large mass** audience. How do their **production values** and **ideologies** differ?
- Examine how the **pressures** certain media producers face to create audiences which can be **sold to advertisers** might **shape the content** of the products.

Audiences as Producers

- Explore how people's trust in the media has changed over recent years, you should focus on news reporting and the rise of citizen journalism.
- Assess how the changes in media production, created by audiences becoming producers, has had an impact on the structure of media ownership.
- **'Through making things, and sharing them with others, we increase our engagement with the world'** how far do you agree with David Gauntlett's quote?

Audience Responses

- Examine how **diverse audience interpretations** of media products reflect **social differences**, refer to specific examples across different media forms.
- Explore how changes in **cultural values**, such as attitudes towards gender, ethnicity and age, have **influenced contemporary perceptions of historical products**. You should carry out an analysis of specific products across different media forms.

AUDIENCE

noun: a person or group of people that consume a media product

Audience Theory

- Create an engaging lesson that teaches Media Studies students about these audience theories:

1. **The Reception Theory**
2. **The Cultivation Theory**
3. **The Uses and Gratifications Theory**

You should produce resources to support your lesson

- Assess the **relevance** of the **'Effects Model'** in contemporary media studies. How far do various audience theories explain the **power the media** has upon **shaping societies**?
- David Buckingham argues that **'young people's disconnection from politics reflects their perception of disempowerment'**. Do you agree with this view?

Audience & Ideology

- Assess the function of the media in people's everyday lives. Does this differ depending on the psychographic profile of the audience?
- Assess how important it is.
- David Gauntlett writes about how **'the media disseminates a huge number of messages about identity'**, in your opinion what role does the media play in shaping people's views and beliefs, and constructing their sense of self?

Audience & Uses & Gratifications

- Assess **how** the media, and **specific** media products, fulfil specific needs and desires of audiences across different demographics. Evaluate how people's use of the media is connected to their **identity**, you should think about their **sense of actual self and their desired self**.
- Assess how far **commercial requirements**, and the need to reach a **large mass audience**, shape media texts.
- Research **Henry Jenkins'** work into how audiences are creating their own media texts based on their **specific needs**.

Industries and Technologies

- Evaluate the role the **Internet** has played in shaping and developing the way products are **produced, distributed and consumed** by modern audiences.
- Explore the **positives** and **negatives** offered to media industries through **online distribution**.
- How has **technology** changed media industries?

Industries and Media Production

- Explain how the nature of **media production** is affected by the **scale** of the company producing the product. Compare and contrast the working practices of **large organisations**, who own the products they produce, with those conducted by **individuals** and **small groups**. What are the key differences between the working practices and the media texts produced and distributed by these two different types of industries?
- How important is **personnel** and **technologies** within the process of production? Assess the impact of different **production processes** on various media products across the nine media platforms.
- Can you produce an informative guide to the different models of **working practices** across different media industries? You should make your guide visually interesting with plenty of examples.
- Evaluate the similarities and differences between media products across three different mediums, exploring **when** and **where** they were produced.
- What **work experience** or **skills** would you need to possess to work within various media industries? Choose three different roles in different industries.

Industries and Convergence

- Assess the impact of the increasingly **convergent** nature of media industries across different platforms. Refer to specific case study examples in your response.
- To what extent does **media ownership** determine the potential success of a media product?

MEDIA INDUSTRIES

noun:

A collection of businesses that produce and distribute media content

Industries and Funding

- Evaluate the importance of funding within the landscape of **contemporary media production**. What is more important, **funding** or **creativity**?
- Once you have established the role of funding within the media you need to think about the importance of different funding models. Evaluate the impact **funding sources** have on the content of media products. You should explore products that are:
 - Government** funded.
 - Not-for-profit**.
 - Commercially** funded.

Industries and Ownership

- You need to be able to think about how the media operate as **commercial industries** on a **global scale**, and reach both large and specialised audiences.
- In your opinion, what impact does the **increase** in **global media** have on media products and distribution?
- Assess how influential **global markets** are within the production of contemporary media products.
- Create a short film explaining the concepts of **globalisation** and **cultural imperialism**.
- Do you agree that contemporary media is more **democratic** than media in the past?

Industries and Regulation

- Assess the purpose of **regulation** within the media. In your informed opinion, does **self-regulation** work? Or should all media products be subject to **government regulation**?
- Part of your study into regulation involves you looking at **international agreements** (and disagreements) on regulation and freedom to trade media products. Carry out research into this field exploring any recent case studies that apply to this area. Do you think the current system of international regulation is **effective**? Why?
- Assess the arguments for and against **regulation**.
- We live in an **ever-changing society**, therefore do you think regulation also needs to regularly change?
- Do you think media regulation limits **freedom of speech** and **democracy** within the media?

Targeting an Audience - Discuss how and why media products are aimed at a range of audiences, from niche to mass audiences. - Can you explain how the nine different media forms target, reach and address different audience groups? You should apply your own primary research in a specific field of the media in response to this task. - List the various ways media producers categorise audiences. How important is it to meet the needs of a specific target audience?	Audience & Technologies - How are digital technologies used to identify audiences? Carry out research into the following institutions: BARB, RAJAR, Pamco and Nielsen. - Explore the role of digital technologies in audience consumption and usage of media products. - How have synergy and convergence changed the face of the media landscape in recent years? - Explain how technologies have created new opportunities for audiences within different media forms, refer to specific examples.	Audience Profiling - Define the following audience research techniques: quantitative & qualitative and primary & secondary. How and why might these be used within media institutions and industries? - Explain why producers of media texts need to know who their audience are. What benefits are there for producers in having a clear profile of their target audience. How have you used audience profiling in your own production work?
Audiences as Producers - Can you explain, referring to specific case studies, how audience members have become media producers. How do you think this has changed the media landscape in recent years? - How have people used the media in recent years, to raise public awareness of social and political issues? - Explore how the digitalisation of the media has opened up opportunities for the distribution of media products produced by individuals or small independents?	AUDIENCE <i>noun:</i> a person or group of people that consume a media product	
Audience Responses - Explore how audience's responses and interpretations to media products have changed over time within our society. Why do you think these responses have changed and evolved? - Discuss why audiences might interpret the same media products in different ways. Explain how these differences can reflect both social and individual differences. Apply specific case studies to your response.	Audience Theory - What is the difference between an active and a passive audience? Apply theory to your answer. - In your opinion how far do media products affect their audiences on a psychological level? Refer to specific examples and theory in your response. - What role does the audience play in creating meaning within a media text? In your opinion are all media texts open to different interpretations? - What role does the media play in shaping people's views and opinions in our society? Create an infographic illustrating your views on this topic.	Audience & Uses & Gratifications - Explain Blumler and Katz's Uses & Gratifications theory, and explore how this theory was reached. - Discuss how media products fulfil different needs for different audiences, refer to examples from the nine different media forms. - How might media products help people form their identity? Can you refer to specific examples of products and audience groups that these might have an impact on?

Representation & Stereotypes

- In your opinion will stereotypes **always exist** within media products? **Why?**
- Explore how stereotypes can **shape public opinion** and **reinforce hegemony** within society. Chose an example of a **common stereotype** found in contemporary media and research it's development over recent years.
- **Compare** and **contrast** the representation of a specific group in society offered by right-wing and left-wing news publications. How might these **shape public opinions**, and **why** do you think the producers chose to represent this group in the way they did?

Representation & Society

- **'The representation of all social groups within the media is fair and balanced.'**
How far do you agree with this view?
- Explore how and why particular social groups are **underrepresented** or **misrepresented**. Why do you think **bias** exists in the Media?

Representation & Ideologies

- **'Media representations are just reflections of reality, not constructions or distortions'.**
Discuss this idea with reference to different media texts across the nine different media forms.
- **Assess** the relationship between the media and the **dominant values** within a society.

Representation & Reality

- Explain the difference between reality and the **media's representation of reality**.
- In your opinion is a **lack of representation** just as powerful as negative representations?
- Compare the representations of reality between those found in **social realist** texts and those in **mainstream** media.
- What is meant by the term **'the media is the message'**? What are your thoughts on this? Find out what media theorists have written in response to this, and apply this to media texts.

REPRESENTATION

noun: the way in which the media portrays issues, events, individuals, social groups, or sets of beliefs

Representation & Gender

- Referring to at **least two different academics**, discuss how theoretical perspectives on gender and representation see the role of the media in shaping gender attributes.
- **'The media simply represent gender they do not construct it'**. How far do you agree with this statement? Refer to specific examples in your answer.
- David Gauntlett argues that **'the mass media is a force for change'**. Explore this view through focusing on the representation of men and women in the media.
- John Berger argues that **'men look, women appear'**, how far do you agree with this idea? Refer to several different media in your response, whilst also applying theoretical studies.

Representation & Audiences

- As modern audiences play a more **active role** in producing their own media texts, do they now have more **power** to challenge hegemony and raise awareness of political and social issues?
- Assess how far **social variables**, such as class, gender, age and ethnicity, affect the way audiences **decode** media representations.
- Has the media made us a more liberal nation?

Representation & Producers

- Do all media products have a **message** behind them? **Should** they all have a message?
- Assess how **influential individual media producers** are in communicating messages and values.
- Explore the specific **choices** media producers face when representing **ideologies & values** in their texts.
- Discuss how representations differ depending on the **purposes** of the producers.

Representation & Contexts

- Explore how media products can be used to examine a specific **historical context** through the analysis of **media language, representation & messages** and **values** within a media text.
- Referring to specific examples, assess how a media product can reflect, and/or challenge, **political views** within a social context.
- **Evaluate** how **important** media representations are in **agenda setting** within a society, refer to examples.
- Can the media **change** people's views on an issue?

Why do we care about...

Without an audience there would be no point in having a media text! Audiences and their specific needs often shape the final production of media texts.

The relationship between the product and the audience is often explored when analysing the impact of media texts.

Defining an Audience

Demographic Profiles:

- Age
 - Gender
 - Ethnicity
 - Socio-economic status
 - Sexuality
 - Religion
- Media producers need to have a clear understanding of who their target audience are in order to understand their motivations in engaging with a specific media text.**

Defining an Audience

Media producers often use psychographic profiling when defining their target audiences. Psychographic profiling takes into account the personality, values, opinions, attitudes, interests and lifestyles of a target audience.

Psychographic Profile categories:

- Mainstreamers
- Aspiring
- Succeeders
- Resigned
- Explorers
- Strugglers
- Reformers

Each of these groups will have their own motivations for engaging in a media text, based on their personal traits & interests

Q. How does knowing the target audience profile in detail help media producers in shaping their texts?

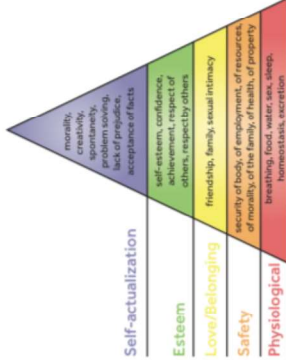
Participatory Culture and We Media

This refers to audiences moving away from **consumers** of media to **producers** of media. **Henry Jenkins** has written about how developments of digital technologies have changed the **media landscape**.

Q. How have audiences gained more control over the media they consume?

Audience Theories

Maslow's Hierarchy of Needs



Maslow argued that all humans had 5 levels of need (as seen in the diagram). Media products often target these needs through offering products or texts that fulfil one of more of these.

Q. How do contemporary media texts offer audiences a sense of 'Love & Belonging'?

AUDIENCE

noun:

a person or group of people that consume a media product

Active Audiences

Stuart Hall's **RECEPTION THEORY** explores the notion that audiences are active readers of media texts, interpreting the **messages** within media texts based on their own **cultural background**. He states there are three ways an audience can read a media text:

1. **Preferred/Dominant:** how the producer wants the audience to respond.
2. **Negotiated:** the audience recognise the preferred reading, but do not necessarily agree or accept it.
3. **Oppositional:** the audience reject the preferred meaning.

Q. How do producers of media texts create responses from their audiences?

Audience Theories

Richard Dyer's Utopian Solutions

Dyer argues that the media products construct themselves as offering audiences **solutions** that will solve their problems and lead them to their utopian. This is commonly seen in the medium of **advertising**.

Q. How do media texts appear to offer audiences 'solutions'? Can you think of any examples?

Audience Theories

Blumler and Katz's Uses & Gratifications Theory

Part of the **ACTIVE AUDIENCE** model, this theory suggests there are **FIVE** key reasons why an audience choose to engage with a media product:

1. **Information/Education**
2. **Identification**
3. **Entertainment**
4. **Social Interaction**
5. **Escapism**

Q. How does understanding the gratifications your audience are looking for inform your production?

Audience Theories

George Gerbner's Cultivation Theory

Writing in the 1970s Gerbner argued that the more an audience has contact with the media (especially television) the more likely it was that their perceptions of reality would be altered. **Q. Can audience's views be shaped by the Media?**

Audience Key Terms

Primary Research - research conducted first hand by the producer of a media text, this can be qualitative or quantitative data, and is an essential part of the pre-production planning.

Secondary Research - research that has already been conducted by academics into a particular field (theories).

Narrative and Structure

- In order to consolidate your understanding of **narrative structure** you should produce your own media text that follows the conventions of a classic **Hollywood narrative**, you should storyboard the key scenes that show the narrative developments and include plenty of **iconography** linked to the genre you have chosen to work in.
- To now develop your understanding of narrative and move your creative skills forward you should produce a media text that challenges **conventional** narrative structures and offers the **target audience** something new and innovative that they haven't seen before.

Narrative and Genre

- In your opinion does every media text need a narrative? Can you think of any media texts that do not have a clear narrative? How do these media texts **engage** the audience? In your opinion are these texts more enjoyable to a **modern audience**? Are there any specific audience **psychographics** that would prefer a text of this sort? Explain why.
- Part of the concept of **intertextuality** explores how media texts refer to other media texts. Focusing on narrative, can you find examples of print advertisements that refer to **characters** or **iconography** from specific narratives linked with film and TV?

Narrative and Theory

- Referring to the following audience theories:
Abraham Maslow's Hierarchy of Needs theory
Blumler & Katz's Uses and Gratifications theory
Explore the audience appeal of specific narratives across different genres, explaining the appeal of **enigma codes** and **narrative closure** to the audience.

Narrative and Terminology

Produce a lesson that teaches GCSE Media Studies students the following narrative key terms:

- **Exposition**
- **Disruption**
- **Complication**
- **Climax**
- **Resolution**
- **Open and closed structure**
- **Linear and non-linear**
- **Multi-strand narrative**
- **Enigma**

Your lesson should be creative and engaging. You should also add a task that tests the students' knowledge of these terms and how they are used.

NARRATIVE

*noun: the construction of elements
to create a story*

Narrative and Codes

- How important are **linear narratives** within the medium of **music video**? Carry out research into the medium to explore how important narrative is. Are there genres of music videos that stick to linear narrative structures? Explain why you think this is and refer to any specific examples that you find during your research that interest you.

Narrative and Characters

- Research how characters are used within a media text to move the narrative forward, you should think about how they fit into Levi Strauss's binary oppositions theory.
- Many computer games are driven by narrative quests featuring strong characters that clearly fall into Propp's character roles. Can you find examples of these? Now can you create your own computer game that has a clear engaging narrative?

Genre and Pleasures

- Produce a **short film** comprising of clips from a specific genre that highlight the **pleasures** on offer within that genre, you should remember to explore the following elements:

Characters.

Iconography.

Themes.

Narrative.

Genre and Iconography

- Produce a trailer for a genre-driven film that includes all of the **iconography** that fans of the genre would expect to see. In order to produce a professional looking text you should analyse other media texts within that genre first and carry out your own **primary audience research**.

Genre and Audiences

- Carry out your own **primary research** into why audiences enjoy engaging with **different genres**. You should ask a variety of open and closed questions that will allow you to obtain a deep understanding of why different **socio-demographic groups** enjoy different genres. To really extend your understanding you should conduct a focus group as well as producing an on-line survey (giving you both **qualitative** and **quantitative** results).
- Genres offer audiences various **emotional pleasures**. Explain what **psychological** role genre films have in fulfilling the needs of audiences. In your informed opinion, explain what emotional needs are fulfilled by **specific** genres. Remember to refer to specific examples.

Genre and Codes & Convention

- Create your own film poster for a new film that **combines** two different genres. You should pay attention to the **technical codes** in the media text, along with the **symbolic codes** you choose to include. Once you have created your film poster you should carry out a **radical analysis** of it exploring how the text communicates the genre with the audience. To develop your production skills, produce a film or computer game trailer that develops your **hybrid genre concept**.
- Produce a guide to film and TV genres that educates students about the **codes** and **conventions** within each genre, you should make your guide visually interesting and engaging using a variety of icons.

GENRE

noun: a type, or category, of media text

Genre and Industries

- In your opinion, is genre more important to **industries** or **audiences**? Explain your response.
- What are the benefits to **producers** when a specific genre becomes considered a **classic**? Can you think of any genres and texts within these to use as case studies to support your response to this point?
- Can a film ever be a **blockbuster** if it does not clearly fit into a genre? Why do you think this is the case?

Genre and Themes

- Discuss the key themes prevalent in **British cinema**. How have British **social realist** directors, such as **Ken Loach**, used the medium of film to raise awareness around issues within British society?
- **David Bordwell** argues 'any theme may appear in any genre'. Do you agree with this? Explain why.

Industries and Technologies

- There is no doubt that **technological growth** and **developments** have changed the media landscape and the way audiences consume media products. Referring to the work of contemporary media theorists such as **Henry Jenkins** and **Clay Shirky**, produce a magazine article (for a publication such as the **Media Magazine**) that explores the ways in which new technologies have changed the way producers **produce**, **distribute** and **market** media products. You should include key facts and quotes in your article, alongside examples across the nine different media forms in your double page article.

Industries and Funding

- In order to understand how **funding** works you are going to produce three different pitches to secure funding for a new **media product** (for example a new film or TV series). Each pitch will aim to secure funding from a different source. The three sources are:
 - Government funded.**
 - Not-for-profit.**
 - Commercially funded.**
- Think about how you would tailor your pitch to suit the needs of each **funding source**. You should then write and deliver your pitch, addressing how your product would meet the needs of the **target audience** alongside the funding source.

Industries and Regulation

- In order to understand **regulation** you need to be able to explain how regulation has played a role in shaping the media products audiences consume. Create a GCSE lesson explaining and exploring the function of regulation within the media on a **national** and **global scale**. Within this, you should explore the different types of regulation that function on a national and global scale.

MEDIA INDUSTRIES

noun:

A collection of businesses that produce and distribute media content

Industries and Media Production

- Explore the pros and cons of the **concentration of media ownership**. In your opinion, is it a good thing for **audiences** and **producers**?
- How has the concentration of media ownership affected the ways in which **audiences access** and **consume** media texts?
- In your opinion, how do media products reflect the **social, cultural, historical** and **political** contexts in which they are made?

Industries and Ownership

- Two key terms within the area of media ownership are:
 - Globalisation.**
 - Cultural imperialism.**
- In order to fully understand these, you should carry out research into these two terms and find examples of how these have affected different **cultures**, focusing on examples across the nine different media forms. Can you find examples of newspaper and magazine articles (from publications such as **The Guardian** and **Media Magazine**) that explore the impact of these two terms within the modern media landscape?

Industries and Convergence

- In order to understand **convergence** fully you need to have a clear understanding of the impact of convergence within media industries across **different platforms**. Choose an industry to explore, assessing how convergence has played a role in **shaping** that specific industry. Refer to specific examples/evidence.
- You also need to have a secure understanding of **cross media ownership**. Can you find examples of convergence between **content** providers, **network** providers and **platform** providers?

Genre and Pleasures

- Choose three different **genres** to research how they have **changed** and **developed** over time; you should explore how their changes reflect the **historical context** at the time and how the popularity of the genre was linked with society and any issues that were prevalent at the time.
- **Steve Neale** argued that genres are 'instances of repetition and difference', explore which elements within a genre tend to **stay the same** (repetition) and which elements tend to change and introduce **innovation** into a genre (differences). You should refer to specific examples in your response.

Genre and Iconography

- Iconography refers to **visual signs** that are associated with a specific genre, to gain a broader understanding of this you should produce a collage of **genre signifiers** linked with three different genres (that you are studying within your GCSE course), you can produce this as a physical visual collage or a digital poster.
- Iconography is often a key **communicator** for producers. Explain how iconography and the inclusion of signifiers can speak to an audience.

Genre and Codes & Convention

- Discuss the role **actors** and **star personas** play in shaping genres. Can you think of any specific actors that are associated with genres? Why do you think audiences enjoy watching certain actors play similar roles in genre-driven films?
- What methods do producers use to ensure genres **survive** and **maintain their popularity**?

GENRE

noun: a type, or category, of media text

Genre and Themes

- **David Buckingham** argues that genres constantly change to **reflect the social period** in which they are produced. Choose a **film genre** to research how it has changed over time: you should choose media texts within the genre that illustrate the **key changes**.

Genre and Audiences

- Explore why audiences enjoy watching genre-driven films. Why do you think they don't get bored watching **repeated narratives** and **character roles**?
- Referring to the **Uses and Gratifications theory**, explain why audiences enjoy different genres. Look at the listings for your local large cinema and note which genres are most popular in contemporary society. What **uses** and **gratifications** would audiences gain from these genres?
- What role does genre play in **engaging an audience** across the nine different media forms? Which form uses genre the most when it comes to engaging an audience?

Genre and Industries

- Film production is a big business with potentially large amounts of **profits** to be made, however funding needs to be secured before any film can reach the **production phase**. Explain how genre is key in securing funding for films.
- Film producers and distributors use genre as a key tool in **marketing** their films to potential audiences, explain the role genre plays in marketing new media texts. Choose a case study of a new media product to illustrate this.

Industries and Technologies

- There are many challenges for media regulation presented by 'new' digital technologies. Explore and explain the debates about:
Online, **social networking abuse** and **bullying**.
Online anonymity.
Rights and **responsibilities** of ISPs and social networks.
Public interest versus **rights of the individual**.

Industries and Ownership

- Explore the effect of **ownership** and **control** of media organisations on the products produced within that industry.
- Write your own definitions for the following **ownership** terms:
Conglomerate ownership.
Diversification.
Vertical integration.
Horizontal integration.

Industries and Funding

- Can you research the different ways media products are **funded**? Produce a fact sheet explaining this information for new GCSE Media Studies students. You should include links to sources of information. In your opinion, how important is funding in determining the **success** of a media product? Can products with limited funds become successful with mainstream audiences?
- There are many different forms of **funding** across the nine areas of the media. Explain the following then compare their **importance** within the media industry (how do they shape the products they fund?):
Role of **television licence**.
Advertising (direct sales).
Sponsorship.
Product placement.
Charity funding (the voluntary sector).

Industries and Media Production

- You need to have an understanding of how the media industries' processes of **production**, **distribution** and **circulation** affect media forms and platforms. Choose three different mediums and research how production, distribution and circulation within that medium varies between texts that are produced by **global corporations** and those produced by **smaller independent companies**.
- You need to show an understanding of **patterns of ownership**. Explain what is meant by the following terms:
Mergers.
Demergers.
Takeovers.
Concentration of ownership.
- Produce an **infographic** exploring these key terms.

MEDIA INDUSTRIES

noun:

A collection of businesses that produce and distribute media content

Industries and Convergence

- Explain the term **media convergence**, find examples of this in contemporary media and explore the impact it has on **production** and distribution of **media texts**. What is the impact of cross media ownership on **audiences** and **producers**?

Industries and Regulation

- You need to have an understanding of the nature of regulatory bodies in the UK, carry out research into each of these regulatory bodies and produce a short animation or an infographic explaining their purpose within the media:
The **Office of Communications** (Ofcom).
The **Independent Press Standards Organisation** (IPSO).
The **Video Standards Council** (VSC).
The **British Board of Film Classification** (BBFC).
The **Advertising Standards Authority** (ASA).
Pan European Game Information (PEGI).

Narrative and Structure

- Explain the difference between a **linear** and **non-linear narrative**. What are the advantages of each type of narrative when it comes to **audience appeal**? Refer to specific media texts across the nine different media forms in your response.
- Find a film that experiments with the **conventions of narrative structure**. Explain why you think the producer of this film chose to do this, and how you think this adds to the **appeal** of the film. You should also add your own opinion about whether you enjoyed this text and the role the narrative structure played in this.

Narrative and Theory

- Explain how **Tzvetan Todorov** wrote about narrative structures. You should refer to the **circular structure** he thought all narratives follow. Choose a **film**, **TV programme** and **computer game** that all follow this structure, then map this out on paper. Explore how each stage within the narrative structure engages the **target audience**.

Narrative and Technical Codes

- Research how producers of **audio-visual media** texts use sound to engage an audience within a narrative, refer to specific examples to support your answer.
- Producers use the **mise-en-scene** to communicate key information with the audience linked with the narrative. Choose a media text to carry out a **textual analysis** on focusing on exploring how the **mise-en-scene** is used to communicate with the audience and **engage** them in the media text.

Narrative and Characters

- Explain **Propp's** main character roles; who are they and what role do they play within a narrative? Create an **infographic** that explores these roles, and their appeal to an audience. You should also find examples of these roles across the nine different media forms.
- Choose three different **media texts** (from the mediums of music videos, TV and computer games) and identify Propp's characters within these texts.

Narrative and Codes

- **Roland Barthes** is an important theorist to understand when exploring **narrative codes** (you can find these in your KnowIt mat). Carry out research into the codes he wrote about and write your own definition of these codes. You should include examples from different media texts across different mediums to support your definitions.

NARRATIVE

noun: the construction of elements to create a story

Narrative and Genre

- Research how different genres tend to follow different **narrative structures**, create a chart that lists the main **genres** found in film and TV then list the main narratives found within these, you should note down **key characters**, **iconography** and **plots** within each genre.
- Research how **hybrid genres** mix elements of narratives. How do these texts broaden their **audience appeal**? Can you find examples of **film posters** that include a mixture of **narrative elements** from different genres. Explain who the target audience would be.