



PiXL Gateway: Progression – Media Studies

Year 12-13 Media Studies



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I. Media Studies Vocabulary

MEDIA STUDIES:

Currently, within the Media Studies section of the app, we have the following units:

- Audience
- Media Language
- Industries
- Representation

Audience Keywords and Definitions

Word	Definition
positioning	The word positioning, in media, is how the audience are encouraged to feel about, or interpret, a particular text. Outside of a media context, we use the word positioning to refer to the placement of someone or something in a particular way.
interpretation	Interpretation is the action of explaining the meaning of something either to yourself, or to others.
specialised	The word specialised means designed for a specific function or audience.
demographic	A demographic is a specific section of audience, categorised by factual data such as their age, gender etc.
psychographic	A psychographic is a specific section of audience, categorised by psychological information such as tastes, fears, attitudes etc.
niche	Niche is a term used to describe a product which appeals to a very specific, small or specialised audience.
mainstream	Mainstream is a term used to describe a product or idea which appeals to a large or wide audience and is considered 'normal' or 'conventional'.
identity	A person's identity is who they are and what makes them either the same or different to others.
reception	The word reception, in media, is the way in which the audience react to a media product. Outside of a media context, it can also mean a large formal party.
context	Context is the circumstances surrounding a product, issue or event, which help us understand it more.
influential	Influential means being powerful, authoritative or dominant in some way.
effect	An effect is a result, outcome or consequence of something else.
affect	To affect means to influence, change or impact upon something else.
gratifications	Gratifications are feelings of satisfaction, pleasure or fulfilment.
participation	Participation is taking part in something.
inferiority	Inferiority is being lower in status or quality in comparison to something or someone else.
collaboration	Working with someone to produce something is collaboration.
shift	The word shift, in media, is to try to change the target audience of a media product. Outside of media, it can mean to move something slightly, or a period of work.
production	Production is the act of making or producing something.
culture	Culture is the ideas, customs and behaviour of a particular group of people or society.
digital natives	People brought up with, and who are very familiar with, digital technology such as computers and mobiles phones are said to be digital natives.

interactivity	Interactivity is the communication that happens between a human being and a computer programme, enabling the person to become involved in some way.
moral panic	A moral panic is a large amount of public anxiety or fear regarding a social issue.
cultural capital	Cultural capital is the social assets (education, intellect, style of dress and speech) that help someone improve their status in society.
democratic	A person, situation or group that believes in equality of all, and allows people to vote or contribute equally with equal power is democratic.
fandom	Fandom is the collective group of fans of a particular media product - e.g. a film.
desensitisation	The word desensitisation refers to the weakening response of audiences to stimulus such as violence, sex, drugs etc.
amateurisation	Amateurisation refers to the changes in technology that have allowed non-professional 'normal' people to produce and distribute their own media products.
fanfiction	Fanfiction is fiction stories written by fans, featuring characters from media products like TV programmes or films.
hegemonic	Hegemonic is something that is dominant in a political or social context.
enculturation	Enculturation is the process by which a person learns about and absorbs another culture.
prosumers	Prosumers are people who consume media products, but also enjoy producing or customising their own media products.

Media Language Keywords and Definitions

Word	Definition
binary opposition	Binary opposition is two things or ideas that are completely different to one another.
symbol	A symbol is an element of visual or written language which has come to represent something else.
convention	The word convention, in media, means a typical or usual feature of something. Outside of media, it can also mean an agreement, or a large meeting.
dynamic	The word dynamic, in media, means something that is constantly changing or progressing. Outside of media, it can also mean full of energy.
hybridity	Hybridity is a mixture between two different things.
genre	A genre is a style, type or category of something.
selection	Selection is the act of carefully choosing something for a reason.
polysemic	Polysemic is having multiple meanings.
index	The word index, in media, is the connection between a signifier and the signified. Outside of media, it can also be a list of names or subjects found in a book.
pastiche	A pastiche is an artistic product that imitates the work of another person or period.
bricolage	Bricolage is a product that is created by combining a diverse range of available materials.
equilibrium	Equilibrium is a state in which things are balanced.
disruption	Disruption is a state in which things are disturbed or upset.
subvert	To subvert is to overturn, or challenge.

construction	Construction is the creation or building of something.
postmodern	Postmodern is something which is characterised by things such as intertextuality, self referentialism, themes of technology and humanity, hyperreality, irony, pastiche, etc.
intertextuality	A reference within one media product to another media product is intertextuality.
narrative	A narrative is a story told in a particular way.
paradigm	The word paradigm, in media, is a typical example or a model example of something. Outside of media, it can also mean a set of language terms.
simulacra	Simulacra are imitations or representations of a person or a thing.
simulation	A simulation is an imitation or representation of a situation or process.
hyperreality	Hyperreality is when a simulation of reality or simulacra becomes virtually impossible for an audience to distinguish from reality, and which they often prefer to reality.

Industries Keywords and Definitions

Word	Definition
collaboration	Collaboration is when individuals or companies work together for a shared goal or common purpose.
convergence	The word convergence, in media, is the coming together of technologies to create new experiences for audiences. Outside of media, it simply means coming together or joining together.
globalisation	Globalisation is the process by which the world's countries, cultures and people are becoming increasingly connected.
distribution	Distribution is the process of sharing a media product with other people, e.g. audiences.
circulation	The word circulation, in media, is the public availability of a media product. Outside of media, it can also mean the movement of a fluid such as blood.
platform	The word platform, in media, is a method that delivers media products to an audience, for example, television. Outside of media, it can also mean a raised surface on which to stand, or a type of shoe with a raised sole.
ownership	Ownership refers to the facts about the owners of something.
power	The word power, in media, is the ability or capacity to do something. Outside of media, it can also refer to energy, such as electricity.
conglomerate	The word conglomerate, in media, is a large powerful company that is made up from a number of smaller companies (subsidiaries). In a geography context, it can refer to a type of rock.
diversification	Diversification is the process of a company varying the types of products they produce.
horizontal integration	When one media company expands, buys out or takes over another media company to allow them to do more at the same stage of the supply chain it is called horizontal integration.
vertical integration	When one media company expands, buys out or takes over another media company to allow them to do more than one part of the supply chain it is called vertical integration.
not-for-profit	A company that is not-for-profit does not earn profits for its owners and often uses the money it makes to do more of whatever they do.

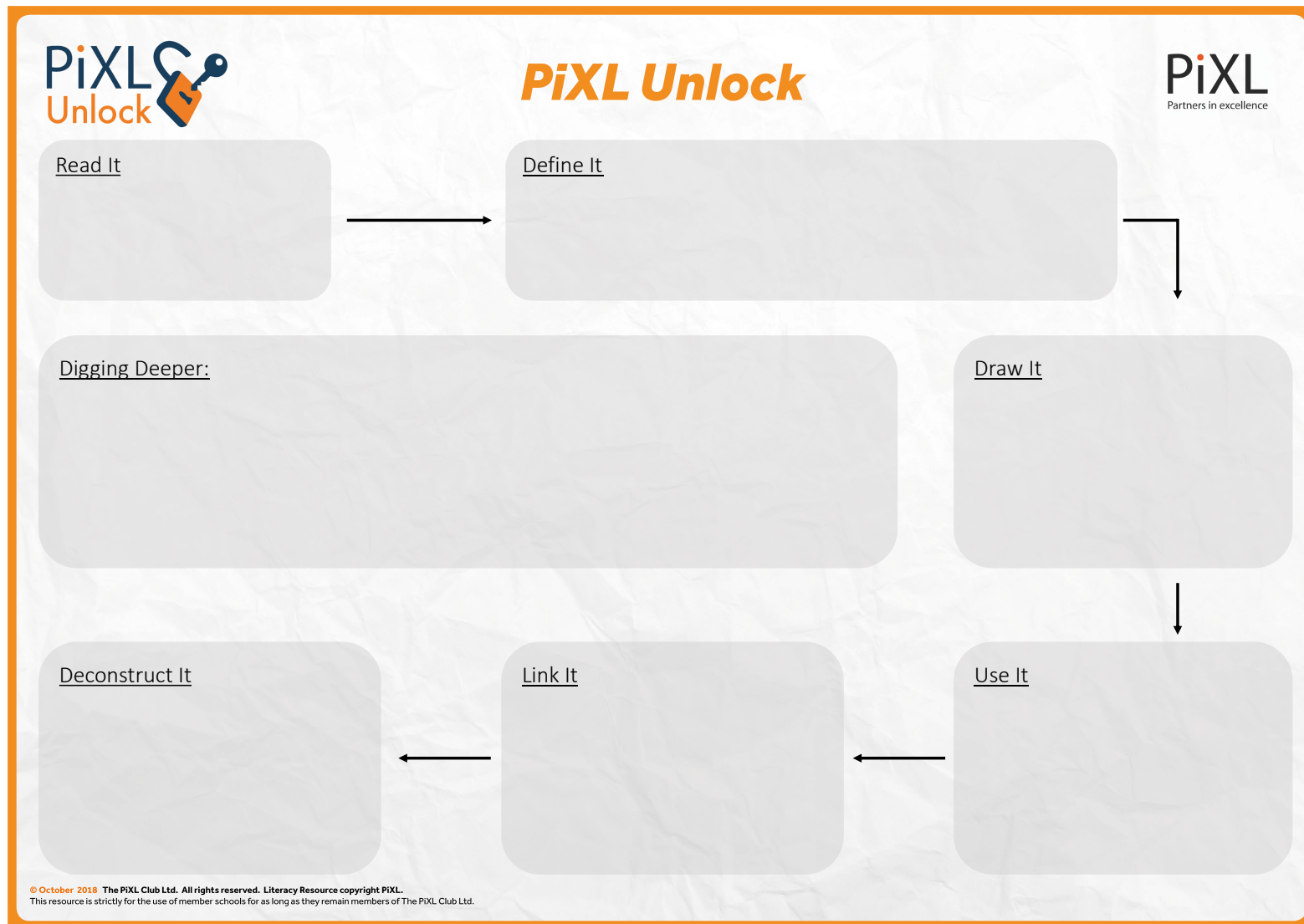
public funding	Public funding is the provision of money either directly by members of the public, or via indirect methods such as taxes.
regulation	Regulation is the process of controlling something.
monopoly	The word monopoly, in media, is a situation where one person or company dominates the market. Outside of a media context, we also use it as the brand name of a board game.
oligopoly	An oligopoly is a situation where a small number of people or companies dominate a market.
transmedia	Transmedia is something that operates across different media platforms.
proliferation	Proliferation is the rapid increase in the number or amount of something.
exponential growth	Exponential growth is a rapid increase in number or size.

Representation Keywords and Definitions

Word	Definition
feminism	Feminism is a political movement which focuses on trying to ensure equality between the genders.
formation	Formation is developing, shaping or arranging.
oppression	Oppression is control, abuse, unjust treatment, exploitation or lack of freedom.
society	Society is the general public living in a community or country.
fluidity	Fluidity is the ability to change or move easily.
reinforce	To reinforce is to strengthen or support something, which could be either a physical item, or an idea.
stereotype	A stereotype is a widely held, over-simplified image of a particular person or thing.
values	Values are the characteristics that a person, company, or culture sees as worthy, desirable, useful and important.
beliefs	Beliefs are things someone trusts in, has faith in or thinks are true.
realism	Realism is the authenticity, truthfulness, or realness in something.
ideologies	Ideologies are beliefs, ideas, or principles.
ethnicity	Ethnicity is the term for the culture of people from a particular area of the world and is often linked to race.
sexuality	Sexuality is a person's sexual orientation or preferences, such as being gay or straight etc.
dominant	Dominant refers to having power or influence over others.
archetype	An archetype is a very typical example of a certain person or thing.
anchorage	The word anchorage, in media, refers to words that help to make the connotations of a picture more clear to the viewer. Outside of media, it can mean to fix to one spot.
discourse	Discourse is written or spoken communication.
transmission	The word transmission, in media, is communicating or transferring information. Outside of media, it is also a car part.

gender performativity	Gender performativity is behaviour that is repeated or 'performed' and, as a result, constructs our ideas of being male or female.
postcolonial	Postcolonial means occurring or existing after the end of colonial rule.
mediation	The word mediation, in media, means the process of someone creating representations of reality in the media when making media products.
hegemony	Hegemony is the leadership or dominance of a social group.
colonisation	Colonisation is the process of taking over another area and establishing control and dominance.

II. The PiXL Unlock Template



III. Summer Reading list

These are the books written by the set theorists on the A-Level course.

Media, Gender and Identity by David Gauntlett

Feminism is for Everybody by bell hooks

Feminist Media Studies by Liesbet van Zoonen

Gender Trouble by Judith Butler

After Empire by Paul Gilroy

There Ain't No Black In The Union Jack Paul Gilroy

Media Regulation by Lunt and Livingstone

Here Comes Everybody by Clay Shirky

Cognitive Surplus: Creativity and Generosity in a Connected Age by Clay Shirky

Representation: Cultural Representations and Signifying Practices Edited by Stuart Hall

Power without Responsibility: Press, Broadcasting and the Internet in Britain by James Curran

The Cultural Industries by David Hesmondhalgh

Convergence Culture: Where Old and New Media Collide by Henry Jenkins

IV. Links to TED Talks/Articles/Documentaries/Books/Journals

Websites

The Media Guardian: <https://www.theguardian.com/uk/media>

EMC's Media Magazine: <https://www.englishandmedia.co.uk/media-magazine> (well worth subscribing to)

British Film Institute: <http://www.bfi.org.uk/>

David Gauntlett's website: <http://davidgauntlett.com/>

David Gauntlett talk on his 'Making is Connecting' book
<https://www.youtube.com/watch?v=M5gfyYngvyl>

Henry Jenkins' website: <http://henryjenkins.org/>

UCAS website showing career paths in Media: <https://www.ucas.com/job-subjects/media-studies>

TED Talks

Clay Shirky (How social media can make history)
https://www.ted.com/talks/clay_shirky_how_cellphones_twitter_facebook_can_make_history/discussion?awesm=on.ted.com_y

Henry Jenkins (TEDxNYED talk on participatory culture)
<https://www.youtube.com/watch?v=AFCLKa0XRlw>

Do newspapers matter in the digital age? (TEDx)
<https://www.youtube.com/watch?v=DBo1mFKV2F0>

How false news can spread (TEDEd)
https://www.youtube.com/watch?v=cSKGa_7XJkg

What is there was no advertising? (Tedx)
<https://www.youtube.com/watch?v=01PUSrLCvcM>

The future of news? Virtual reality (Tedx)
<https://www.youtube.com/watch?v=zsLz0mRmEG0>

Whoever controls the media, the images, controls the culture (Tedx)
<https://www.youtube.com/watch?v=ZpjWioF6iMo>

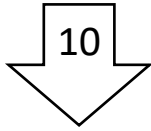
How a handful of tech companies control billions of minds everyday (Ted Talk Tristian Harris)
<https://www.youtube.com/watch?v=C74amJRp730>

V. Knowledge Organiser Template



VI. Thinking Hard Revisit Template

Unit / Topic:

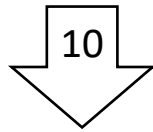


Chunks of learning of this / topic / area

* You could start with the most important or the most difficult to learn

1.
2.
3.
4.
5.
6.
7.
8.
9.
10.

VII. A Model of the Thinking Hard Revisit document



Unit / Topic: Print Advertising

Chunks of learning of this / topic / area

* You could start with the most important or the most difficult to learn

1. Advertisers have the power to reinforce or challenge ideologies within their products

2. Adverts reflect the social, political and economic context in which they are produced

3. Advertisers encode messages and values within their advertising campaigns

4. Advertisers use stereotypes to communicate with their audience in a short space of time. This tends to reinforce gender roles within society, alongside ideologies linked to various social groups

5. Celebrities and influencers are a key tool advertisers use to engage an audience and encourage the audience to make cognitive links between the subject and the product being advertised

6. The use of semiotics is key in constructing an effective advert. Advertisers encode their product with a range of signs and signifiers that the audience decode/read, and these signs and signifiers are linked with the cultural context in which the advert is produced

7. Media Language is used to communicate with an audience. This includes camera shot and angle, the body language and facial expressions of the characters and the construction of the mise-en-scene

8. Written codes are used to anchor the meaning of an advert. They are also used as a persuasive device alongside the strong visuals, imperatives and personal pronouns are key conventions

9. Colour is a key component within print advertising; colour is used to connote

10. Composition is key in engaging an audience and communicating the message in the advert, for example Z framing is a key convention within print adverts to guide the audience's reading

VIII. Cornell Notes Template

Name	Date
Topic	Subject

Main Ideas	Notes
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Summary

IX. A Model of the Cornell Notes document

Name	Date
Topic: Print advertising and semiotics	Subject: How advertisers use MEDIA LANGUAGE

Main Ideas	Notes
I. Mise-en-scene and strong visual imagery is key in attracting and engaging an audience in an advertising campaign	Advertising campaigns have a matter of seconds to grab their audience's attention, and therefore one of the techniques they use is the inclusion of a strong eye-catching image. These images need to be visually engaging and aesthetically pleasing, and they might also include a range of enigma codes. These images, and the messages within them, also need to stay with the audience after they have moved on. Images will often include close up eye level shots to engage the audience and create a connection between people. The model within an advert will usually be an aspirational figure such as a well-known celebrity or model. They will have been photoshopped to ensure they appear flawless, and will usually have high-key lighting, or gradient lighting around them to draw the audience's attention to them.
II. Written language is used to anchor the meaning of the mise-en-scene, and add further meaning to the advert	Written codes are used to anchor the preferred reading of the advert. Advertisers use a range of linguistic techniques such as personal pronouns, imperatives and puns. Advertisers do not have a large amount of time to communicate with the audience and therefore copy is usually kept to a minimum, with short snappy sentences used to create slogans that will stick with the audience. The mode of address will depend on the product being advertised, for example sports drinks will use a range of scientific language to suggest the product is effective, whereas beauty products will use a more informal mode of address to create a sense of trust between the audience and the product.
III. Adverts reflect the social context in which they are produced.	Adverts produced in contemporary society will reflect the audience's usage of digital media, and how this has become a fundamental part of society. Adverts will include digital signifiers such as hashtags and links to social media sites. They also feature influencers to appeal to a modern audience. This communicates the values present in society and the concepts that engage an audience in this social period.

Summary Media language is key in engaging an audience and communicating with them in a short space of time. Producers use a range of technical and symbolic codes to communicate their ideas and persuade their audience to purchase the product being advertised. Technical codes include the camera shot and angle, lighting and composition (such as Z framing). The producers anchor the preferred reading through the inclusion of written codes and carefully constructed copy on the advert.



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