

Year 12 Exam – Summer 2021 Revision Topics

Media Representations - How media products construct representations – the media messages conveyed and comparisons of representations across media products.

Products/Texts – you will need a sample of these that you have watched/studied to answer the questions:

- Films
- TV shows/series
- Print adverts
- TV adverts
- Video games
- music videos
- magazines

Representations – Make sure you can explain how representations are used in a text.

The representation in a film or TV show or on an advert may be of:

- Gender
- Ethnicity
- Age
- Social groups
- Places

- You will need to understand **STEREOTYPES** – recognise them in a text. Explain how and why they are used (positive or negative).
- You will need to be able to recognise **AUDIENCE** – who is the target audience, how does the text suit them? What is the **PURPOSE** of the text.

Semiotic analysis is one approach to understanding the messages and meaning in media products: • semiotics – signs and symbols which are ‘read’ by the audience. Make sure you understand . .

- denotation
- connotation

Genre - The construction of media texts using established codes and conventions:

- audience expectations of genre
- subversion of expectation and its impact
- generic codes – content, theme, setting, characterisation
- subgenres, hybrids and subversions of genre.

Text Analysis

Make sure you can analyse a given text using the following elements:

Sound – Camerawork – Lighting – Costume – Editing – Design & Layout – Special Effects

Research these Media Theories: - link to guide - <https://www.colfox.org/wp-content/uploads/2019/10/MEDIA-Theories-KO.pdf>

- Uses and Gratification Theory - Blumler and Katz
- Todorov’s Narrative Theory
- Hypodermic Needle Theory
- Stuart Hall’s Audience Reception Theory
- Laura Mulvey’s Male Gaze Theory