# CATEGORIES
*Expanded*

Higher Media: Key Concept

# Categories: An overview

Media texts may be categorised in terms of:

- **medium** *(eg press, television, film, radio)*

- **purpose** *(eg to inform, to entertain, to persuade, to educate, for profit)*

- **form** *(eg serial, light entertainment)*

- **genre** *(eg soap opera, action movie)*

- **tone** *(eg comic, serious)*

- **style** *(surrealistic, conventional)*

- **others** *(stars, auteur)*

# Focus medium: press

- Origins in the 15th century

- Up until that point, books were copied or printed by hand

- The printing press meant a huge number of new books could be printed

- The rise of the printed newspaper developed

- "Press" covers:

- Books

- Magazines

- Newspapers

# Focus medium: television

- Television is a "broadcast" medium

- ***John Logie Baird*** was the first to send broadcast television signal

- UK television began on 2nd November 1936 with what is now **BBC1**

- **ITV** began in 1955

- **BBC2** began in 1964

- The next major launch was **Channel 4** in 1982, with **Channel 5** following in 1997

- We are now in an age of multichannel television thanks to **Sky** (satellite) and **Virgin** (cable) broadcasting

# Focus medium: radio

- Radio is a "broadcast" medium

- ***Guglielmo Marconi*** was the pioneer of UK radio in 1920

- In 1922 the first **BBC** radio station launched

- The unpopularity of the **BBC** offerings resulted in many ***pirate radio stations*** being set up during the 1950s and 1960s.

- The government **banned** pirate radio as of 14th August 1967

- ***BBC Radio 1*** launched in 1967 and the other familiar BBC stations followed shortly thereafter

- **Local radio** also began shortly after Radio 1

- **DAB digital radio** and **internet radio** now ensure better quality and variety for listeners

# **Focus medium:** film

- There are arguably many film pioneers, including **Thomas Edison** and the **Lumière Brothers**.

- The first film to ever be projected to a paying audience: *La Sortie de l'Usine Lumière à Lyon (Workers leaving the Lumière factory in Lyon)* France, 1895.

- Films were ***silent*** and ***black/white*** until the late 1920s

- Cinemas were particularly popular before the advent of affordable television sets

- Many developments have continued, including the advent of **3D**, **digital surround sound** and **HD images**, **IMAX**, **4K**, and so forth

# Purpose

Media texts can also be categorised in terms of their purpose – **WHY** have they been made?

Purposes include:

- **To inform**: to provide information to the audience

- **To entertain**: to provide enjoyment to the audience

- **To persuade**: to convince the audience of the validity of some idea

- **To educate**: to provide knowledge and understanding

- **For profit**: such as advertising a product

# Form

The form is the type of film, TV programme, radio broadcast, magazine, etc.

Forms include:

- **TV**: *serial, light entertainment, quiz show, comedy*

- **Film**: *short film, documentary film, feature film*

- **Radio**: *discussion, music show, outside broadcast*

- ***And so on…***

# Genre

You should be familiar with the term **genre** from your studies in English.

Genre refers to the specific **type** of text.

While the "**form**" is the overall type, **the genre is more specific**

> *For example, a text that has the form of "serial" could be further categorised as the genre "soap opera"*

# Tone

The *tone* of a text, as in English, is the way it **treats** the subject matter.

It can also give a clue to *the creator's view*

Some possible tones are:

- *Serious*
- *Comical*
- *Formal*
- *Informal*
- *Flippant*
- *Mocking*
- *Etc…*

# Style

The **style** of a media text refers to the way it **looks**, **sounds** and **generally appears**. Texts with the same style share **common characteristics**.

Some possible styles are:

- **Realist** (uses techniques which make the text seem real and not fabricated)
- **Expressionist** ("arty" and uses unconventional and new ways of portraying things)
- **Traditional** (old, tried-and-tested methods of portraying events)
- **Modern** (new, unique and different)
- Etc…

# Other Categories…

Media texts can also be categorised by their **stars** and **directors**

Some **stars** are "**typecast**" – they appear in lots of productions that are the same

*For example, <u>Arnold Schwarzenegger</u> tends to feature in* **action films**

Some **directors** have a style that is evident in all of their productions

The "*auteur*" theory is the theory that a **director** has a **set style** that impacts all of their work. A good example of this would be <u>Alfred Hitchcock</u>.

# Follow Up Work (REVISION)

Each **category** covered in these slides should be analysed and exemplified by you

We will carry out a worked analysis of categories in class and then you should write up your notes into an **extended analysis** of **categories** that you can use to revise.

A suitable title might be something like:

### A Step-by-Step Guide to Media Categories

*PS: I'd aim for about 2 - 3 sides of A4, or approximately 1,000 words. I'd also use images to illustrate it as required!*