

# Higher Media



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Leveson  
Inquiry

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Introduction to  
the Key Concepts







# What is “the media”?

The main media are:

- Television
- Press – *magazines and newspapers*
- Film
- Radio
- Advertising
- Pop Music
- Internet



# What do we study?

Studying the media involves the close analysis of the images, sounds and text that we experience via the media.

It is the study of individual media texts such as *movies*, *TV shows*, *magazines*, *websites*.



# What do we study?

The key areas to consider are:

- 👁 categories
- 👁 language
- 👁 narrative
- 👁 representation
- 👁 audience
- 👁 institution
- 👁 technology
- 👁 the role of the media
- 👁 society



# Categories

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Media texts may be categorised in terms of:

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- 👁️ **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*)
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# Language

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This may involve, where appropriate, analysis of:

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- **sign**: the smallest unit of communication which conveys meaning
  - **denotation**: the description of a sign
  - **connotation**: the meanings associated with a sign
  - **codes**: systems of signs which can be analysed in terms of denotation and connotation. These may be technically and/or culturally produced.
  - **motivation**: the reason for the use of a specific code, so as to, for example, aid understanding or tell a story
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# Narrative

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This involves the analysis of:

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- **Story:** the actual events that take place
  - **Plot:** the organisation of the events and how they are shown
  - **Structure:** the order of events and how they are arranged
  - How certain *techniques* add to the creation of a *story/plot*
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# Representation

The study of how and why the media select particular representations of people, places and events, focusing on:

- the process of translating ideas into words, sounds and images
- the continual re-presenting of stereotypes
- the re-presenting of images in new ways
- a question of who represents whom and for what purpose

# Representation

For example, Scotland is stereotypically represented as a romantic land of ruined castles, wild, misty mountains, and haunting, plaintive music.

- What does this say about the perceived position of Scotland in 21st century world affairs?
- Who is putting across this representation, and why?

# Audience

An analysis of:

- Target audience
- Mode of address
- Preferred reading
- Differential decoding
- Uses



# Institutions

An analysis of the idea that media texts are made within an institution and controlled.

Factors to consider include:

- Constraints on production  
– *economic, legal, etc*
- Censorship





# TECHNOLOGY

Revision Date

18/6/15

The effects of media technology on media texts should be examined.

Intended Production Date

19/8/15



👁️ special effects/animation technology which facilitates the telling of certain kinds of story, fictional or Non-fictional (eg *fantasy films, weather forecasts*)

Revision Date

18/6/15

Intended Production Date

19/8/15

👁️ the effects of the technology of reception available to audiences

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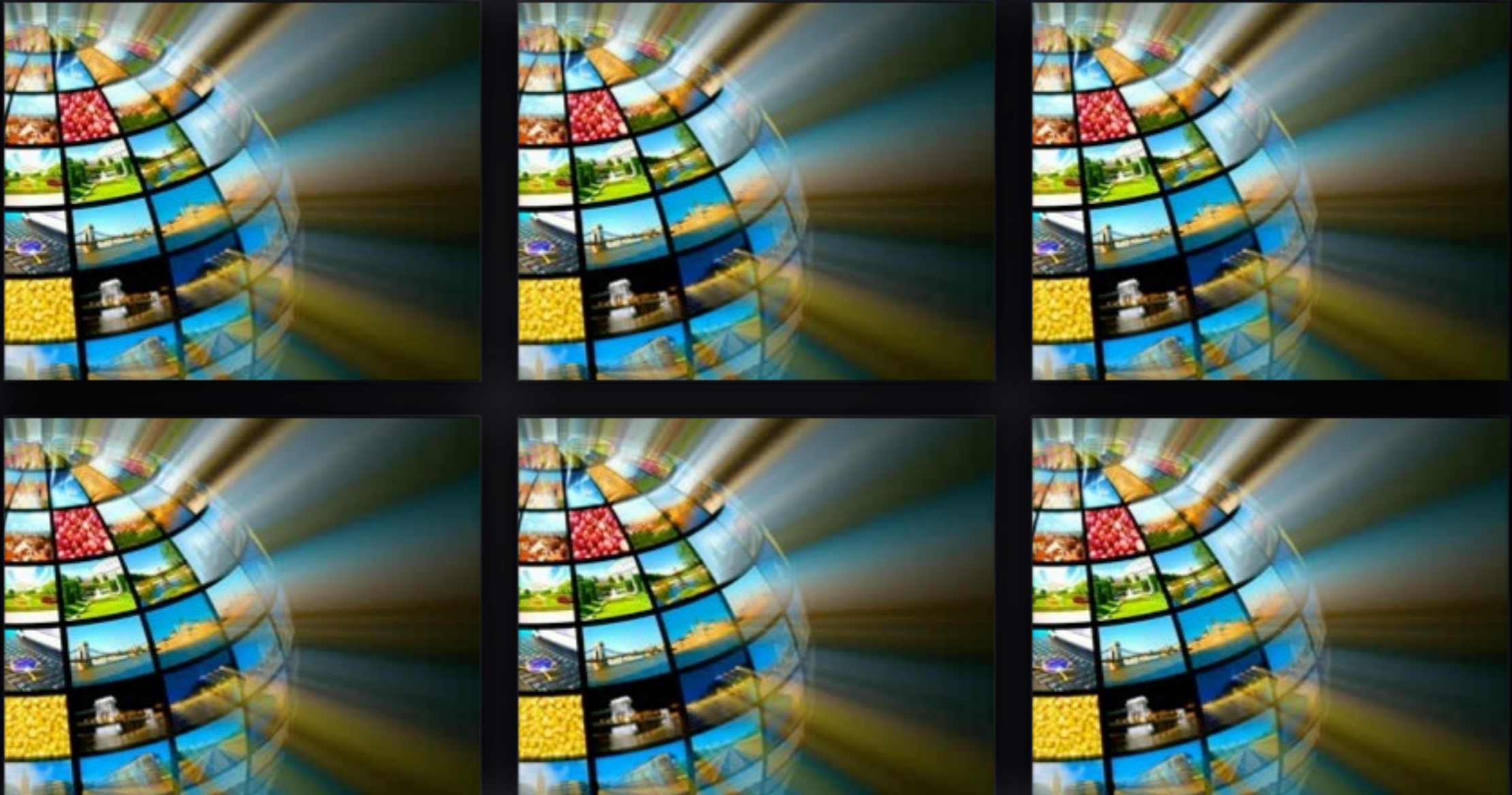
*(eg video as opposed to cinema)*

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# 👁 the effects of the technology of distribution

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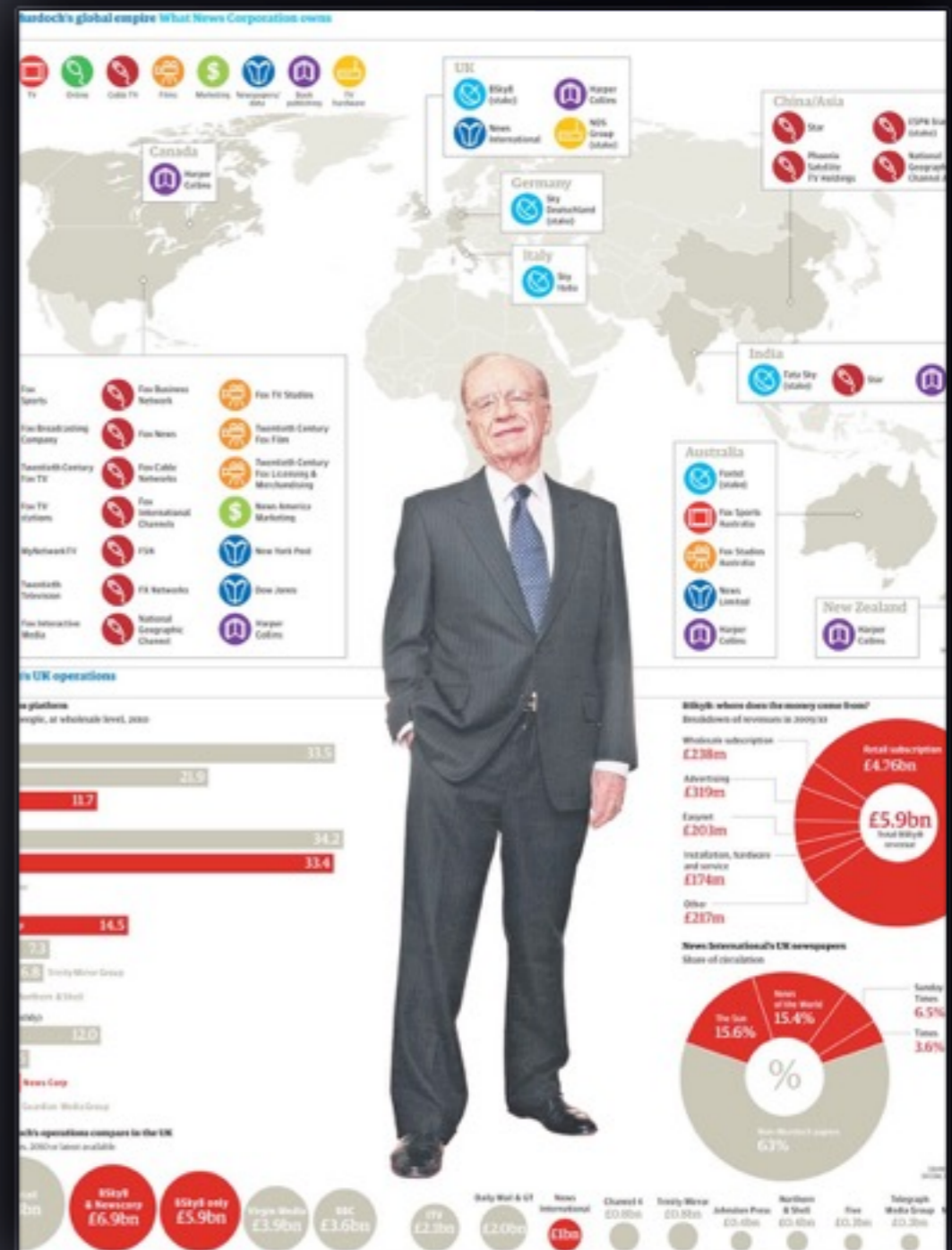
*(eg electronic distribution of news)*

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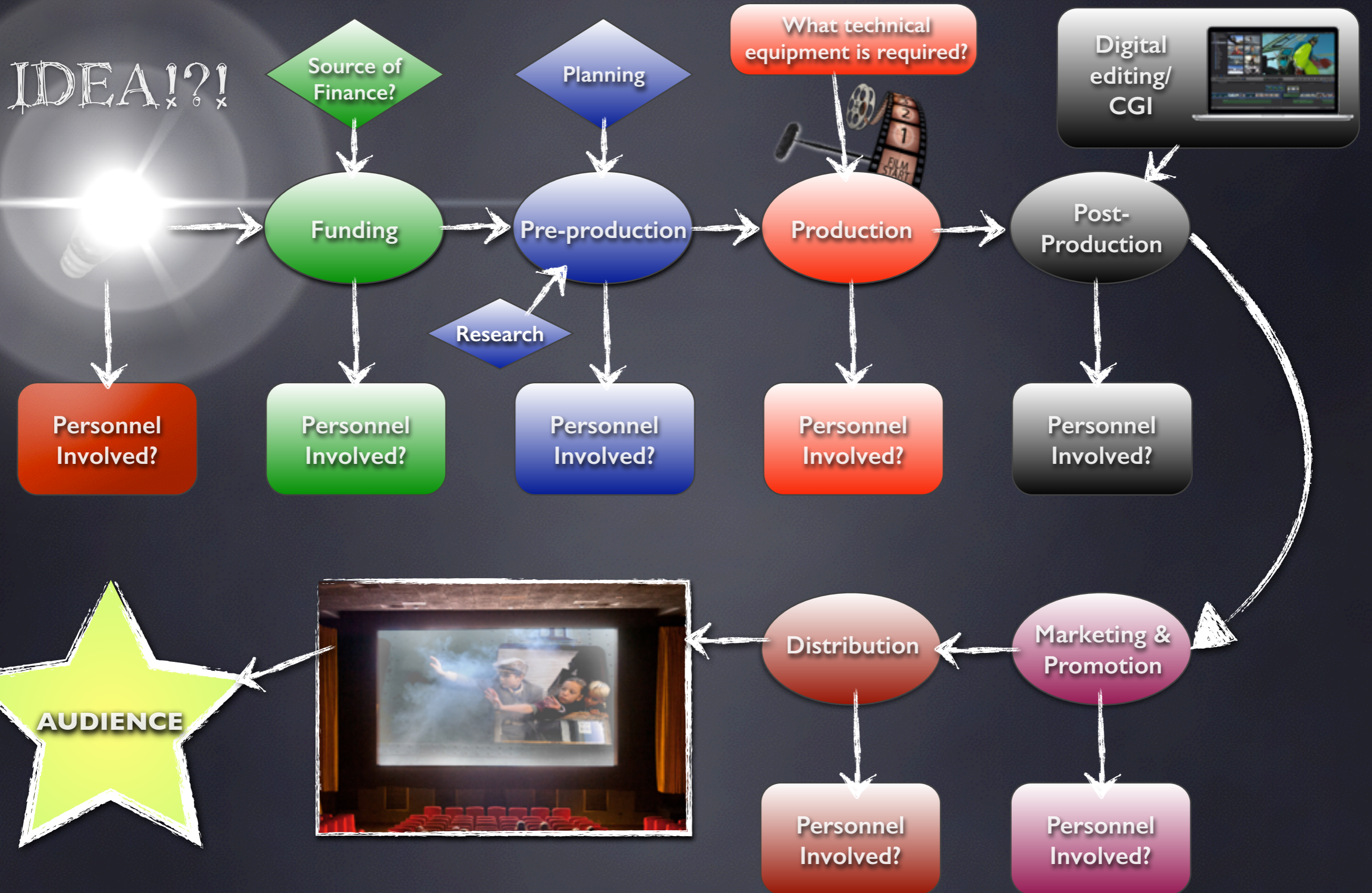
# The Role of the Media

In looking at a media product, we need to consider the underlying:

- 👁️ purpose
- 👁️ needs
- 👁️ attitudes & behaviours



# Producing Media Texts



# Why is Studying the Media important?

As we progress into the 21st century, communications are becoming faster and faster and faster.

# Why is Studying the Media important?

We are bombarded with thousands of media messages every day. It is as important now to be able to read and make sense of those images, as it has been to be able to read ordinary text.

# Why is Studying the Media important?

If you do not know how to read the messages coming at you from TV, the Internet, advertising and so on, then you may become very lost in the modern world.

# Why is Studying the Media important?

You also need to have a good idea of how those messages are made, and who is making them, so that you may quickly become aware if someone (or some corporation!) is trying to manipulate your thoughts and feelings.

# Why is Studying the Media important?

Studying the Media is also about appreciating the skill and creativity which goes into the production of media texts.





~FIN~

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