

Brahms
WAS HIPSTER-BEARDING

BEFORE

Brooklyn

WAS

EVEN



on the map


SEATTLE SYMPHONY
LUDOVIC MORLOT, MUSIC DIRECTOR

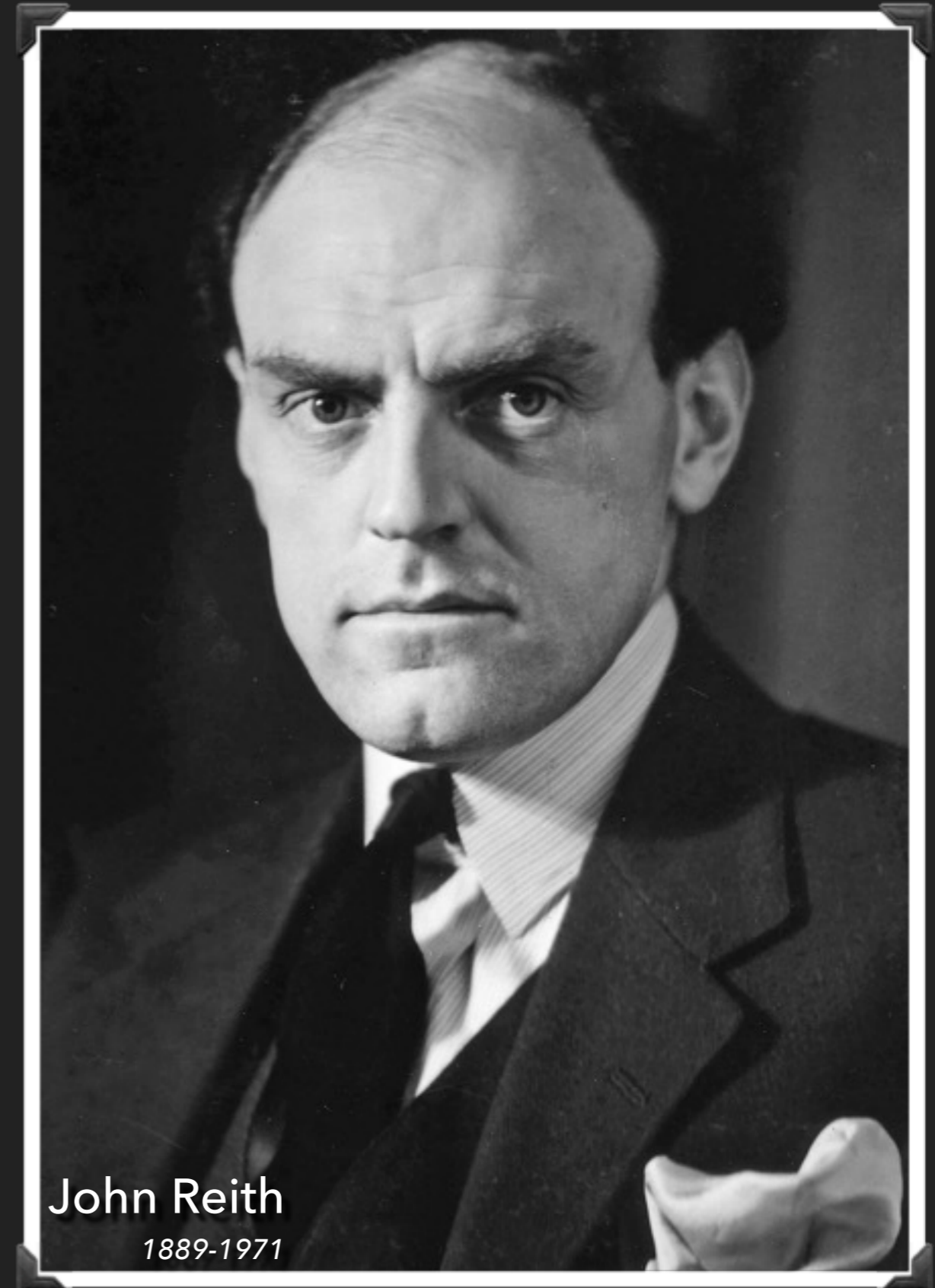
See where it all started at the Seattle Symphony. Get tickets today at seattlesymphony.org.

HIGHER MEDIA:

ROLE OF MEDIA

THE ROLE OF MEDIA

- ▶ At its most basic level, the role of the media is to **entertain** as defined by one of the key founders of the BBC, John Reith, whose ethos/belief was that it was the media's responsibility to '**inform, educate and entertain**' the public.



John Reith

1889-1971

SQA APPROACH

- ▶ The **analysis** of the role of the media is an integral aspect of the course. You are expected to be able to **discuss** the role of the media in terms of how it:
 - ▶ **achieves particular purposes** (*profit, promotion, public service*)
 - ▶ **meets needs** (*information, education, entertainment*)
 - ▶ **influences behaviour and attitudes** (*intentionally, unintentionally*)

THE ROLE OF THE MEDIA (SQA)

MEDIA COMPANIES WITH PURPOSES:

- ◆ PROFIT
- ◆ PROMOTION
- ◆ PUBLIC SERVICE

AUDIENCE WITH NEEDS:

- ◆ ENTERTAINMENT
- ◆ EDUCATION
- ◆ INFORMATION

PRODUCE

USE/
INTERACT

INFLUENCE

INFLUENCE

ATTITUDES (THOUGHTS, BELIEFS, FEELINGS) AND BEHAVIOURS (ACTIONS):

- ◆ INTENTIONAL
- ◆ UNINTENTIONAL



SQA APPROACH

- ▶ The role that the media play is **wide ranging** and it integrates with all the other key aspects –

as you develop your skills and language you will see a **close connection** with between Reithian ethos and the purpose of a text (***categories***)*.

*ie: the **category** may be chosen in order to fulfil a particular **purpose**

SQA ADVICE

- ▶ Every example that follows, and **all you have seen up till now**, are valid sources for the SQA exam...
- ▶ With this in mind, you should consider in what way the following roles shape the media you look at:
 - ▶ **achieves particular purposes** (*profit, promotion, public service*)
 - ▶ **meets needs** (*information, education, entertainment*)
 - ▶ **influences behaviour and attitudes** (*intentionally, unintentionally*)



THE ROLE OF MEDIA

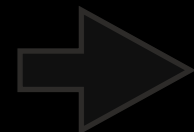
PURPOSE



Dismalaland.®

Amusement Park

Dismaland





ACHIEVING A PURPOSE

In terms of the texts you have just watched:

- ▶ Who is behind the text (*the **institution***); *i.e. who made it?*
- ▶ What are they trying to do with the text (***purpose***); *i.e. why make it?*
- ▶ What response do they wish me (*the **audience***) to have to the text; *i.e. how do I **feel** after watching and what have I learned?*





THE ROLE OF MEDIA

MEETING NEEDS

MEETING NEEDS

Media institutions **construct texts** with the **needs of the audience** in mind. Often, they will commission market research into specific elements of this.

As an audience we have different needs e.g.

~ COMEDY ~

MEETING NEEDS

The **BBC** and **Sky Atlantic** will broadcast cutting edge political comedy satire formats such as ***The Thick of It*** and ***Veep*** for a more sophisticated audience on the JICNAR scale (A) which not only entertain us but warn us of the inner world of Government workings in a light-hearted way; in turn they will broadcast low-brow, slapstick sitcoms such as ***Mrs Brown's Boys*** and ***Not Going Out*** for pure entertainment.



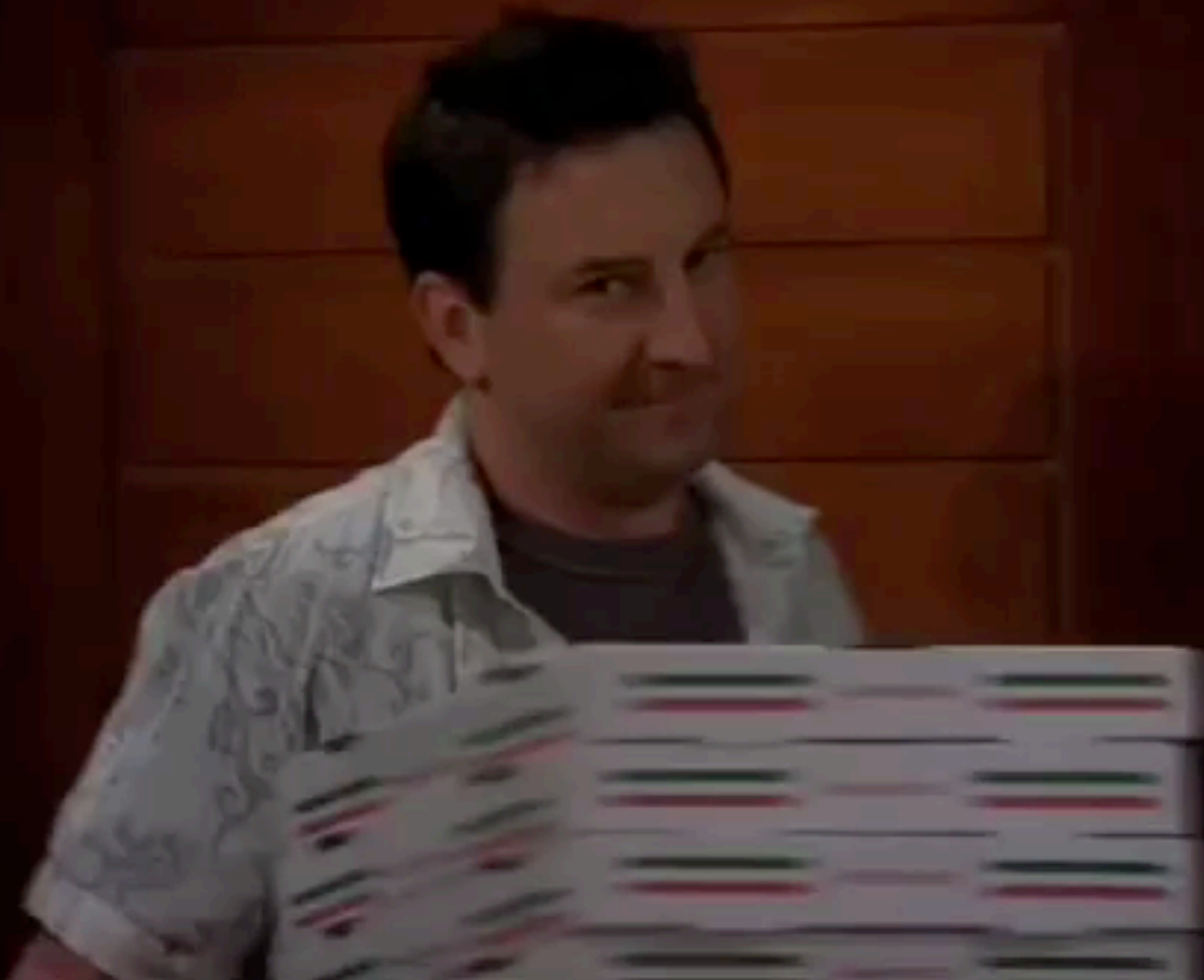
The Thick of It



BIBI one



Mrs Brown's Boys



Not Going Out

MEETING NEEDS

- ▶ It is vitally important that you recognise that ***different audiences*** have ***different needs*** and you must also be aware that ***different texts*** ***meet these needs in a range of diverse, complex and often contradictory ways.***

SOME EXAMPLE NEEDS TO CONSIDER:

- ▶ Need for **Information** e.g. *Watchdog*
- ▶ Need for **Stimulation** e.g. *Sherlock*
- ▶ Need for **Escapism** e.g. *The Hotel*
- ▶ Need for **Spoon-feeding** e.g. *Geordie Shore*
- ▶ Need for **Debate** e.g. *Newsnight*
- ▶ Need for **Entertainment** e.g. *Minions* (2015)
- ▶ Need for **Inspiration** e.g. *The Island with Bear Grylls*
- ▶ Need for **Nostalgia** e.g. *Cinderella* (2015)
- ▶ Need for **Routine** e.g. Christmas 'Specials' of popular shows
- ▶ Need for **Comfort** e.g. *The Great British Bake-off*
- ▶ Need for **Gossip** e.g. *E! News*
- ▶ Need for **Education** e.g. *Sesame Street*

MEETING NEEDS

- ▶ ***Duck Quacks Don't Echo*** is a television comedy panel show broadcast by *Sky UK Limited* and owned by *Sky plc* (the majority shareholder of this company is media tycoon *Rupert Murdoch*).





Duck Quacks Don't Echo

GROUP TASK

- ▶ Having watched a clip from the show, in your groups **discuss and write down** all the **needs** you believe this text aims to fulfil.
- ▶ You must have **evidence** from the clip to **support** your argument and you may also like to refer to the previous examples discussed as a starting point; remember that you could also identify **any other justifiable** needs that do not appear on the example list.

MEETING NEEDS

The **BBC**, **Sky Atlantic** and **Comedy Central** will broadcast very clever improvised and topical comedy shows such as *Mock the Week* and *Last Week Tonight with John Oliver* for a more sophisticated audience on the JICNAR scale* which not only entertain us but warn us of the dangers of political 'spin' and the controlling and manipulative nature of the media; in turn they will broadcast low-brow, slapstick sitcoms such as *Miranda* and *Red Dwarf* for pure entertainment.

*JICNAR scale is on a separate handout!

BBC



Mock The Week



Last Week Tonight with John Oliver





MEETING NEEDS

- ▶ It is vitally important that you recognise that ***different audiences*** have ***different needs*** and you must also be aware that ***different texts*** ***meet these needs in a range of diverse, complex and often contradictory ways.***

SOME EXAMPLE NEEDS TO CONSIDER:

- ▶ Need for **Information** e.g. *Food Inspectors, Rogue Traders*
- ▶ Need for **Stimulation** e.g. *The Tunnel, Wayward Pines*
- ▶ Need for **Escapism** e.g. *Educating Essex*
- ▶ Need for **Spoon-feeding** e.g. *Ex on the Beach, Geordie Judge*
- ▶ Need for **Debate** e.g. *Channel Four News*
- ▶ Need for **Entertainment** e.g. *Furious 7 (2014)*
- ▶ Need for **Inspiration** e.g. *Man versus Wild*
- ▶ Need for **Nostalgia** e.g. *The Artist (2011)*
- ▶ Need for **Routine** e.g. *Coronation St., Hollyoaks, EastEnders*
- ▶ Need for **Comfort** e.g. *Nigel Slater's Simple Suppers*
- ▶ Need for **Gossip** e.g. *Fashion Police*
- ▶ Need for **Education** e.g. *Dora the Explorer*

MEETING NEEDS

- ▶ ***A League of Their Own*** is a television comedy panel show broadcast by *Sky UK Limited* and owned by *Sky plc* (the majority shareholder of this company is media tycoon *Rupert Murdoch*).



GROUP TASK

- ▶ Having watched a clip from the show, in your groups **discuss and write down** all the **needs** you believe this text aims to fulfil.
- ▶ You must have **evidence** from the clip to **support** your argument and you may also like to refer to the previous examples discussed as a starting point; remember that you could also identify **any other justifiable** needs that do not appear on the example list.



That was...

THE ROLE OF MEDIA

MEETING NEEDS



THE ROLE OF MEDIA

**INFLUENCING BEHAVIOURS &
ATTITUDES**

We Can Do It!

ROSIE
THE
RIVETER



POST FEB. 15 TO FEB. 28



WAR PRODUCTION CO-ORDINATING COMMITTEE

We Can Do It!



© 1943 by J. M. Flax

WAR PRODUCTION CO-ORDINATING COMMITTEE

INFLUENCING BEHAVIOUR AND ATTITUDES

- ▶ You need to be able to **identify** and **recognise** when attitudes and behaviours of audiences have been influenced, either **intentionally** or **unintentionally** by a text.
- ▶ To develop your understanding of this, **question** your own experiences with media texts in order to develop an understanding of the link between institutions, behaviours and attitudes



INFLUENCING BEHAVIOUR AND ATTITUDES

- ▶ e.g. the **intended behavioural influence** behind the propaganda poster, *Rosie the Riveter* (1942) would be to **persuade** women to take up the job vacancies left by the men who signed up during WWII, thus ensuring that they were doing their bit for the **war effort**



THE DARK KNIGHT



CHRISTIAN
BALE

MICHAEL
CAINE

HEATH
LEDGER

GARY
OLDMAN

AARON
ECKHART

MAGGIE
GYLLENHAAL

MORGAN
AND FREEMAN



T H E D A R K K N I G H T.

COMING SOON

INFLUENCING BEHAVIOUR AND ATTITUDES

- ▶ You need to be able to **identify** and **recognise** when attitudes and behaviours of audiences have been influenced, either **intentionally** or **unintentionally** by a text.
- ▶ To develop your understanding of this, **question** your own experiences with media texts in order to develop an understanding of the link between **institutions, behaviours and attitudes**



INFLUENCING BEHAVIOUR AND ATTITUDES

- ▶ e.g. the **intended behavioural influence** behind the film poster, *The Dark Knight* (2008), would be to **persuade** audiences to watch the film which in turn generates **profit** for the **institution** (*Warner Brothers*)



GROUP TASK

- ▶ Watch the trailer for the film *The Dark Knight* (2008), in your groups **discuss and write down** all the **intentional behaviours/ attitudes** you believe this text aims to fulfil.



THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR
ALL AUDIENCES
BY THE MOTION PICTURE ASSOCIATION OF AMERICA

www.filmratings.com

www.mpa.org

GROUP TASK – PART 2

- ▶ Now watch the trailer again, but this time...

discuss and write down all the unintentional behaviours/attitudes you believe this text may promote.



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www.filmratings.com

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INTENTIONAL & UNINTENTIONAL... DISCUSSION

- ▶ Is there a **difference** in how you view the text if you are **actively looking** for unintentional effects?
- ▶ Consider your **normal viewing habits...** do you simply accept what you view without questioning it, or **are you ever aware of unintentional effects?**

FLASHBACK TASK

SIGN, SIGNIFIER & SIGNIFIED

- ▶ Before we proceed, look closely at this photograph.
- ▶ What signs can you see?
- ▶ Tell me about the person featured.





LIVE
EDT

BREAKING NEWS

MASS SHOOTING AT "BATMAN"

AT LEAST 12 DEAD, 50 WOUNDED

abc NEWS
.com





James Holmes was
convicted of killing 12
people and injuring 70
others

He was sentenced to 12
life sentences in prison
without the possibility of
parole

In total, he will spend
3,318 years in jail



INFLUENCING BEHAVIOUR AND ATTITUDES

- ▶ You need to be able to **identify** and **recognise** when attitudes and behaviours of audiences have been influenced, either **intentionally** or **unintentionally** by a text.
- ▶ To develop your understanding of this, **question** your own experiences with media texts in order to develop an understanding of the link between institutions, behaviours and attitudes



INFLUENCING BEHAVIOUR AND ATTITUDES

GROUP TASK

- ▶ Having watched the information regarding the fictional Slenderman, in your groups **discuss and write** down all the **intentional behaviours/attitudes** you believe this game/app aims to fulfil.
- ▶ **Discuss and write** down all the **unintentional behaviours/attitudes** you believe this text may promote.

THE ROLE OF MEDIA



THE ROLE OF MEDIA



GROUP TASK

In your groups, analyse and write notes (***nominate a writer***) that cover **all the bullet points below** to reveal your understanding of the role of the media, in relation to the selected text, and how it:

- ▶ **achieves particular purposes** (*profit, promotion, public service*)
- ▶ **meets needs** (*information, education, entertainment*)
- ▶ **influences behaviour and attitudes** (*intentionally, unintentionally*)

Remember to support your analysis with **evidence** from the text and **be prepared to feedback your responses to the rest of the class**

CHOOSE WISELY . . .



GROUP TASK

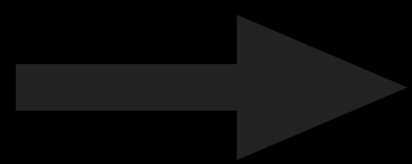
- ▶ *Brain Warehouse* (2006) is a short film funded by the United Kingdom *Department of Health* and *Government Home Office* in association with the public health education service **FRANK** (*friendly, confidential drugs advice*).

GROUP TASK

▶ *Top Gear* (2010)

Following a complaint that *Top Gear* did not cover any 'real' cars, they reviewed the Ford Fiesta for the programme.

▶ *Top Gear* is the BBC's top selling export with a reputation for 'laddish' humour and occasional controversy.



GROUP TASK

Using the aspects identified below, how successful did you/your group find **Brain Warehouse**?

- ▶ **achieves particular purposes** (*profit, promotion, public service*)
- ▶ **meets needs** (*information, education, entertainment*)
- ▶ **influences behaviour and attitudes** (*intentionally, unintentionally*)

THE ROLE OF MEDIA

BLACKFISH

INDIVIDUAL TASK

- ▶ *Blackfish* (2013) is a documentary directed by Gabriela Cowperthwaite. The film premiered at the *2013 Sundance Film Festival* on January 19, 2013, and was picked up by Magnolia Pictures and CNN Films for wider release/distribution; to date it has grossed \$2,073,582 at the box office.
- ▶ *Blackfish* focuses on **Tilikum**, an orca held by *SeaWorld* and the controversy over captive killer whales.

INDIVIDUAL TASK

Individually write notes that cover **all the bullet points** below to reveal your understanding of ***the role of the media***, in relation to the selected text, and how it:

- ▶ **achieves particular purposes** (*profit, promotion, public service*)
- ▶ **meets needs** (*information, education, entertainment*)
- ▶ **influences behaviour and attitudes** (*intentionally, unintentionally*)

THE FOLLOWING PREVIEW HAS BEEN APPROVED FOR
APPROPRIATE AUDIENCES
BY THE MOTION PICTURE ASSOCIATION OF AMERICA, INC.

THE FILM ADVERTISED HAS BEEN RATED



www.filmratings.com

www.mpaa.org

INDIVIDUAL TASK

Remember to support your analysis with **evidence** from the text. **Collate** your findings on the paper provided to create a **poster** that reflects the **role of the media** and be prepared to feedback your thoughts to the rest of the class.

EXAMPLE TEXTS TO CONSIDER

Fiction

Brain Warehouse (2006)

Slenderman: the Eight Pages (2012)

The Dark Knight (2008)

UKIP - The First Hundred Days
(2015) Channel Four

Non-Fiction

Duck Quacks Don't Echo (2014)

A League of their Own (2010-
Present)

Blackfish (2013)

The Imposter (2012)

He Named Me Malala (2015)

Catfish (2010)

The Cove (2009)

Dismaland - Bemusement Park

(2015) Channel Four news coverage

Benefits Street (2014-15) Channel
Four

Black Friday (BBC news, ITV news,
Channel Four news coverage)

Print

Rosie the Riveter (1942)

Black Friday coverage (tabloids)

Advertising

Soylent (2013)

Pablo the Mule Dog - Talk to Frank
(2009)

Live with it = THINK! (2009)

CREDITS

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This version by N Winton. All errors and mistakes are mine and mine alone.