

LO: To be able to understand the theoretical framework and the different types of set products we learn on the course.

Introduction to Media Studies

We are going to go through some essentials you will need for your Media Studies course and then we will then move onto looking at the types of products we are going to study, and the Knowledge Organiser system we have in the department.

Bullet point this list of things to get: You will be expected to get these over the summer ready for September.

- Big A4 ring binder folder
- File dividers (2 packs of 10)
- A4 Plastic Wallets
- Memory Stick
- Highlighters



Introduction to the Theoretical Framework

The **theoretical framework** are the four fundamental pillars of your A-Level course and by the end of the two years you need to know these thoroughly.

The framework consists of these terms:

- Media Language
- Representation
- Industry
- Audience

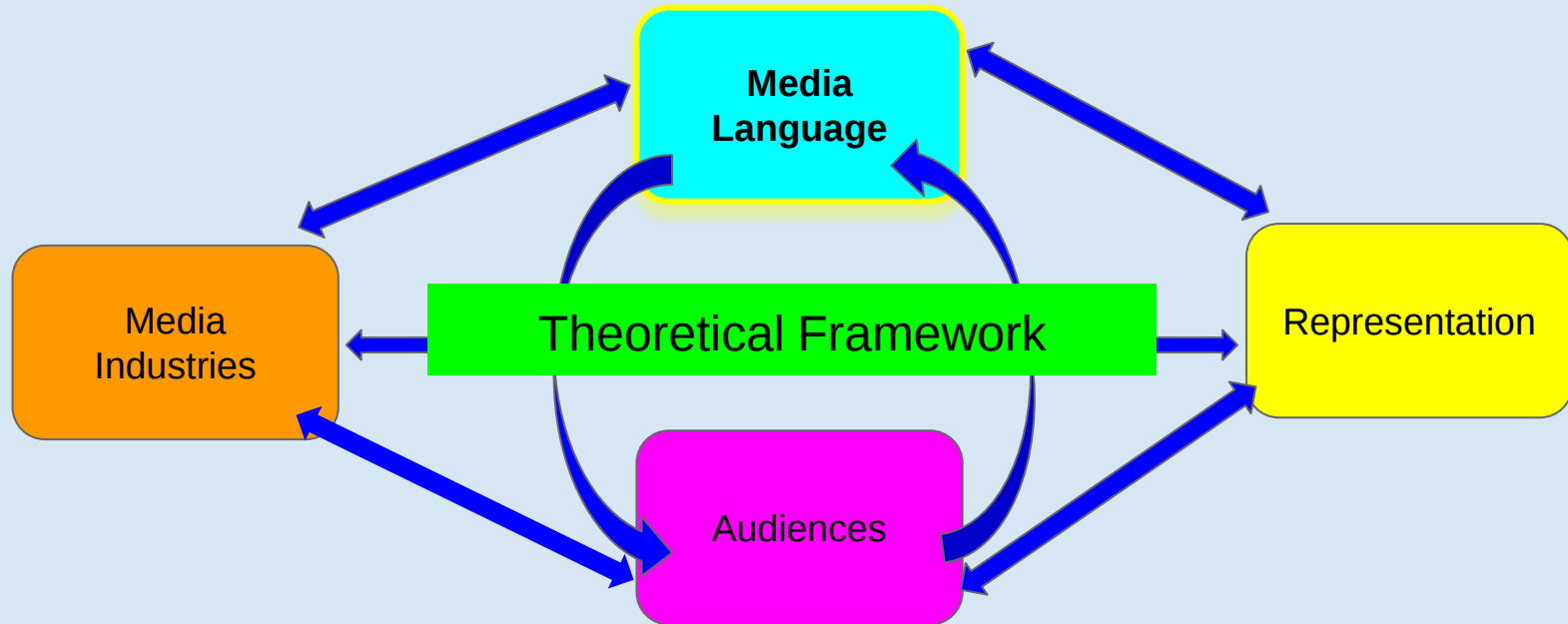
Key Terms:

Theoretical Framework
Media Language
Representation
Industry
Audience
Set Products

These areas are broken down through our **set products** where we learn different aspects of the framework and apply them to the products we have to study. Furthermore, the framework consists of theories which support/challenge the products intentions/contexts that you do have to learn as a compulsory element of the course to ensure you get the higher band marks in your exams/coursework.

We are learning how meaning is created in media products that we are able to apply this to our analytical writing

Everything in media studies can be explored or created using four key areas, which make up the 'theoretical framework'. Each of these areas links to all of the others.



Media Language

Media language is the way in which the meaning of a media text is conveyed to the audience.

They use a combination of recognisable signs and symbols to communicate ideas and messages and to evoke emotional responses from those consuming them.

Different forms of media have different 'language' (terms) that we need to understand

Ultimately it is the way the product communicates!

Media Language

Media language is broken into different areas as a universal language.

This makes it possible to compare different forms of media.

- Technical Codes
- Audio Codes
- Visual Codes
- Written Codes

The creators of media products encode messages and meanings within the products through a combination of media language codes.

Audiences then decode these messages.



Key Terms

Denotation:

Denotation refers to the literal meaning of a word, the "dictionary definition.

What is denoted by an image, then, is what the image is. Saying "what is denoted in this image?" is the same as saying "what is this thing?"

Connotation:

The connotations of an image, sign or symbol are the meanings and messages it communicates. Saying "what does this image connote?" is the same as saying "what is the meaning of this thing?" or "What does this suggest to me?"

Media language is Polysemic

Signs and symbols in media texts are polysemic which means they are open to many interpretations.

Poly = Many

Semous = signs

Task: Consider this Colgate advert:
What different interpretations could there be for why it has been constructed in this way?
Write down what you think.



Watch these 2 music videos and highlight an example of each code!

- **Technical Codes**
- **Audio Codes**
- **Visual Codes**
- **Written Codes**



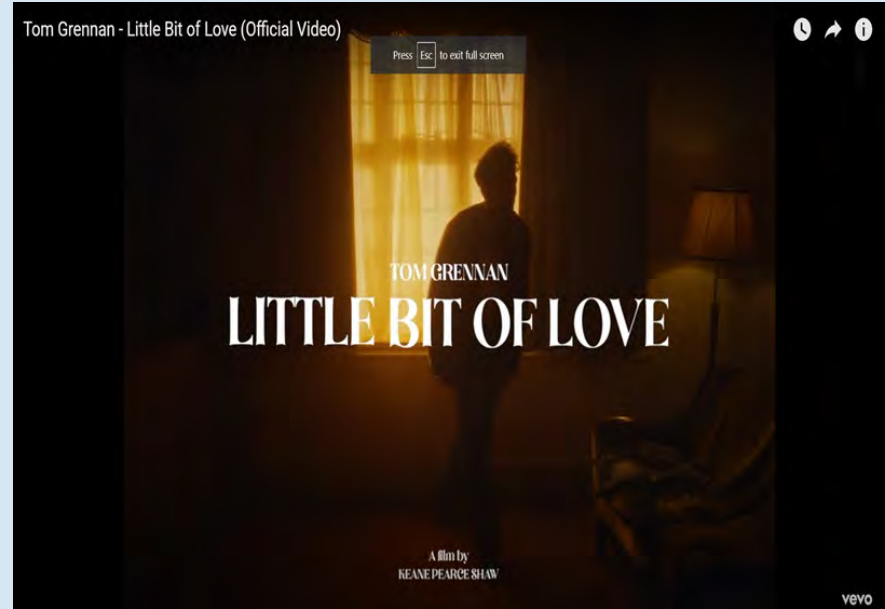
Paper 1 = Component 1

Advertising & Marketing



Paper 1 = Component 1

Music Videos



Paper 1 = Component 1

Newspapers



Section A: Media Language and Representations.

Section B: Industry and Audiences.

Paper 1 = Component 1

Film Marketing



Paper 1 = Component 1

Radio



Video Games



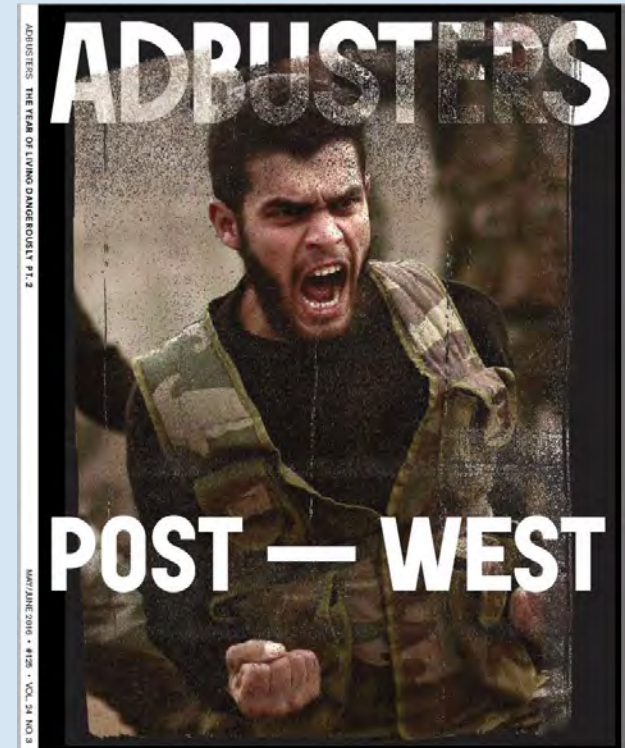
Paper 2 = Component 2

Television in the Global Age



Paper 2 = Component 2

Magazines



Paper 2 = Component 2

Media in the Online Age

