

PiXL Independence:

Media Studies - Student Booklet

KS5

Audience

Contents:

- I. Multiple Choice Questions – 20 Credits
- II. Short Answer Questions – 10 Credits
- III. Hyperlinks for Reading – 50 Credits
- IV. Academic Reading – 150 Credits
- V. Exam Style Questions – 80 Credits

i. Multiple Choice Questions

Answer the questions that explore the themes of this unit. You will need to draw on your knowledge and wider reading to support you in completing this.

20 credits for completing this quiz.

1. What does Clay Shirky believe about digital technologies?
 - a. That they make it easier for audiences to get information
 - b. That they are harder to regulate and censor
 - c. That they have blurred the lines between audiences and producers

2. What is the key term for a large audience, including a wide range of people, often into popular products?
 - a. Mainstream
 - b. Target
 - c. Niche

3. What is the audience theory by Gerbner that suggests that when audiences are exposed to repeated representations the effects build up over time?
 - a. The development theory
 - b. The cultivation theory
 - c. The repetition theory

4. What theorist/s came up with the Uses & Gratifications theory?
 - a. Blumler & Katz
 - b. Bandura & Ross
 - c. Levi Strauss

5. What is the name of the agency that measures TV audience viewing figures?
 - a. PEGI
 - b. RAJAR
 - c. BARB

6. What is the key phrase for when an audience rejects the messages in a media product completely and takes a different viewpoint from the one the producer intended?
 - a. Preferred Reading
 - b. Negotiated Reading
 - c. Oppositional Reading

7. What theorist came up with the 'Audience reception theory' about preferred, negotiated and oppositional readings?
 - a. David Gauntlett
 - b. Stuart Hall
 - c. Steve Neale

8. What is the key term for a type of audience that tends to sit back and just consume a media product without thinking?
 - a. Passive Audience
 - b. Submissive Audience
 - c. Mindless Audience

9. Who is the theorist who believes that fans play a vital role in the construction and circulation of textual meanings?
 - a. Henry Jenkins
 - b. Clay Shirky
 - c. Stuart Hall

10. What is the theory by Albert Bandura that suggests that audiences imitate violent behaviour they see in the media?
 - a. The Modelling theory
 - b. The Imitation theory
 - c. The Media Effects Theory

ii. Short Questions

Each question answered is worth 5 credits. There are a further 10 credits available for self-assessment marking and adding to your answers if needed

1. Explain two of the Uses & Gratifications offered by video games like Assassins Creed.
2. Explain why someone might take the oppositional reading to a media text.
3. Explain the difference between an active and a passive audience.
4. Describe what is meant by the phrase 'textual poaching'.
5. Give an example of a media effects theorist and sum up what they believe about the effects of the media.
6. Explain why Clay Shirky thinks that the internet has brought about the 'end of audience'.
7. Give at least 6 different ways in which an audience could be categorised / grouped.
8. Define the term 'cultural capital'.

iii. Hyperlinks for Reading

Read each of the articles below. They have strong links and themes to the unit of study but also focus on Business as a holistic topic. Once you have completed your reading of each, summarise the key points in a bullet point format. You should aim for between 5 – 10 significant points from each article.

50 credits for each summary completed

1. Audience as a key concept
<http://www.mediaknowall.com/gcse/keyconceptsgcse/keycon.php?pageID=audience>
2. Aggression and Media Exposure
<http://bigthink.com/artful-choice/monkey-see-monkey-do-risk-taking-aggression-and-media-exposure>
3. Cultivation Theory
<https://masscommtheory.com/theory-overviews/cultivation-theory/>
4. Textual Poaching
<http://fantexts.blogspot.co.uk/2010/06/what-is-textual-poaching.html>
5. Millennial Audiences
<https://www.bidstack.com/news/bidstack-news/the-evolving-media-habits-of-gen-z-and-millennials/>
6. Clay Shirkey (End of Audience)
<https://media-studies.com/clay-shirky/#:~:text=What%20is%20the%20Theory%3F,connecting%20and%20collaborating%20incredibly%20easy.>
7. Effects of television violence (Bandura)
<https://christinevandevelde.com/journalism/1999bing.asp#:~:text=In%20the%20famous%20%22Bobo%20Doll,particularly%20by%20the%20television%20industry.>

iv. Academic Reading

The following chapters/ books/academic articles have been chosen for you to help in extending your understanding of this theme. They will have value in other units as well. You should read the selected items and compose a 200 – 300 word summary of the main ideas found.

150 credits are awarded for each summary provided

Title: Media and Meaning

Link: https://www.amazon.co.uk/Media-Meaning-Introduction-Colin-Stewart/dp/0851708439/ref=sr_1_2?ie=UTF8&qid=1506954924&sr=8-2&keywords=media+and+meaning

Pages: P26-28

Topic: Audience intro

Title: Media and Meaning

Link: https://www.amazon.co.uk/Media-Meaning-Introduction-Colin-Stewart/dp/0851708439/ref=sr_1_2?ie=UTF8&qid=1506954924&sr=8-2&keywords=media+and+meaning

Pages: P30-33

Topic: Effects Theories

Title: Studying the Media

Link: https://www.amazon.co.uk/Studying-Media-3Ed-Introduction-Sullivan/dp/0340807652/ref=sr_1_1?s=books&ie=UTF8&qid=1506954972&sr=1-1&keywords=studying+the+media

Pages: P118-119

Topic: Uses & Gratifications Theory

Advanced Level Media

Link: https://www.amazon.co.uk/Advanced-Level-Media-2ED-Ebook/dp/0340803967/ref=sr_1_7?s=books&ie=UTF8&qid=1506955011&sr=1-7&keywords=advanced+level+media

Pages: 15-20

Topic: Audience Theories

Advanced Level Media

Link: https://www.amazon.co.uk/Advanced-Level-Media-2ED-Ebook/dp/0340803967/ref=sr_1_7?s=books&ie=UTF8&qid=1506955011&sr=1-7&keywords=advanced+level+media

Pages: P186-189

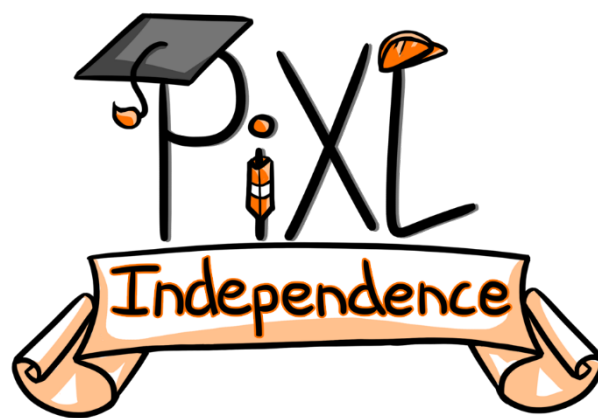
Topic: Audience Segmentation and Persuasive Techniques

v. Exam Style Questions

To prepare you for the parts of your exams, which require you to complete the following exam style questions. The time you should give yourself will vary depending on what exam board your school is following.

80 credits are awarded for each completed question

1. Explain why Netflix is increasingly popular with TV audiences.
2. <http://www.capitalfm.com/> What opportunities have producers provided for active audiences to get involved with the radio station on this site and why do producers provide these opportunities?
3. Discuss how TV programmes are designed specifically to reach global audiences, giving examples of TV programmes you have seen.
4. How valid do you think Media Effects theories are in relation to video games?
5. Discuss the appeal of celebrity Instagram pages such as Kim Kardashian's, and use Jenkins' theory of Fandom in your response.
6. How have the ways in which audiences consume radio changed over the years?
7. Look on You Tube for 'fan made' films and explain why audiences are increasingly taking production into their own hands, making references to Shirky's End Of Audience theory.



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