

# **PiXL Independence:**

## **Media Studies - Student Booklet**

### **KS5**

## **Media Language**

### **Contents:**

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

## 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 the term preferred reading mean?
  - a. Something that makes the audience happy
  - b. The way the producer of a media text wants the audience to read the text
  - c. The way the producer puts the media text together to engage the audience
  
2. What is the name of the theorist who believes that genre is enjoyed by audiences due to 'repetition and difference' in the use of elements of the genre?
  - a. Rick Altman
  - b. Robert Stam
  - c. Steve Neale
  
3. What is the key term for lighting that is very dark / dim?
  - a. Low key lighting
  - b. High key lighting
  - c. 3 point lighting
  
4. What theorist wrote about 'binary opposites' as part of narrative structure?
  - a. Propp
  - b. Todorov
  - c. Levi Strauss
  
5. What type of theorist is Baudrillard?
  - a. Postmodernist
  - b. Feminist
  - c. Structuralist
  
6. What is the official key phrase that Barthes uses to describe elements of 'enigma' in a media text?
  - a. Semantic Codes
  - b. Cultural Codes
  - c. Hermeneutic Codes

7. What is the correct key term for when a camera shot is filmed at an uneven level / angle?
  - a. Eye Level Shot / No Tilt
  - b. Canted Angle / Dutch Tilt
  - c. Slanted Angle / Swedish Tilt
  
8. Which of these is a key part of Baudrillard's theory of postmodernism?
  - a. Hyperreality
  - b. Hypodermic
  - c. Hypnotism
  
9. If a product lacks 'verisimilitude', what does that mean?
  - a. It lacks any opportunities for audience interaction
  - b. It lacks the appearance of being real or true
  - c. It lacks the typical conventions of the genre
  
10. What does the word 'polysemic' mean?
  - a. Has multiple meanings
  - b. Has one singular meaning

## II. Short Questions

*Each question answered is worth 10 credits.*

1. Explain what type of things are included by the term 'visual codes'
2. Write a brief explanation of Barthes' Hermeneutic Codes
3. Explain what Todorov's narrative theory is about
4. Write an explanation of the editing term 'shot reverse shot'
5. Explain what Binary Opposites are why they might be used in a narrative
6. What is meant by the term 'hyperreality?'
7. Explain why a media producer might include intertextual references in a media product
8. Why has the development of technology affected the amount of written language in print media products like adverts?
9. What does it mean if a product 'subverts the genre'?

### 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. How to analyse a media text  
<http://www.medialit.org/reading-room/how-conduct-close-analysis-media-text>
2. The Demise of Realism  
<https://qz.com/811700/stranger-things-the-leftovers-westworld-cleverman-and-the-rise-of-magic-realism-as-a-tv-genre/>
3. Intertextuality in Video Games  
<https://alanabeeblog.wordpress.com/2014/01/13/intertextuality-video-games-an-analysis-of-grand-theft-auto-vice-city/>
4. Intertextuality in Video Games part 2  
<https://jayisanerd.wordpress.com/2013/03/10/intertextuality-between-video-games-and-cinema/>
5. Postmodernism  
<https://www.shmoop.com/postmodern-literature/hyperreality-characteristic.html>

## 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*

1. Key Concepts & Skills for Media Studies (Clark, Baker & Lewis)

Link: [https://www.amazon.co.uk/Concepts-Skills-Studies-Hodder-Publication/dp/0340807849/ref=sr\\_1\\_1?ie=UTF8&qid=1506346564&sr=8-1&keywords=key+concepts+and+skills+for+media+studies](https://www.amazon.co.uk/Concepts-Skills-Studies-Hodder-Publication/dp/0340807849/ref=sr_1_1?ie=UTF8&qid=1506346564&sr=8-1&keywords=key+concepts+and+skills+for+media+studies)

Pages: 40-42

Topic: Analysing Newspapers

2. AS Media Studies: The Essential Introduction

Link: [https://www.amazon.co.uk/Media-Studies-Essential-Introduction-Essentials/dp/0415448239/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1506347069&sr=1-1&keywords=as+media+studies+the+essential+introduction](https://www.amazon.co.uk/Media-Studies-Essential-Introduction-Essentials/dp/0415448239/ref=sr_1_1?s=books&ie=UTF8&qid=1506347069&sr=1-1&keywords=as+media+studies+the+essential+introduction)

Pages: 33-37

Topic: Codes, Denotation and Connotation

3. AS Media Studies: The Essential Introduction

Link: [https://www.amazon.co.uk/Media-Studies-Essential-Introduction-Essentials/dp/0415448239/ref=sr\\_1\\_1?s=books&ie=UTF8&qid=1506347069&sr=1-1&keywords=as+media+studies+the+essential+introduction](https://www.amazon.co.uk/Media-Studies-Essential-Introduction-Essentials/dp/0415448239/ref=sr_1_1?s=books&ie=UTF8&qid=1506347069&sr=1-1&keywords=as+media+studies+the+essential+introduction)

Pages: 70-76

Topic: Intertextuality

4. Advanced Level Media

Link: [https://www.amazon.co.uk/Advanced-Level-Media-2ED-Ebook/dp/0340803967/ref=sr\\_1\\_2?ie=UTF8&qid=1508511133&sr=8-2&keywords=advanced+level+media](https://www.amazon.co.uk/Advanced-Level-Media-2ED-Ebook/dp/0340803967/ref=sr_1_2?ie=UTF8&qid=1508511133&sr=8-2&keywords=advanced+level+media)

Pages: 3-9

Topic: Realism

5. The Media Students Book

Link: [https://www.amazon.co.uk/Media-Students-Book-Gill-Branston/dp/0415558425/ref=sr\\_1\\_2?ie=UTF8&qid=1508511192&sr=8-2&keywords=the+media+students+book](https://www.amazon.co.uk/Media-Students-Book-Gill-Branston/dp/0415558425/ref=sr_1_2?ie=UTF8&qid=1508511192&sr=8-2&keywords=the+media+students+book)

Pages: 9-19

Topic: Genre, Semiotics and Codes & Conventions

6. A2 Media Studies The Essential Introduction

Link: [https://www.amazon.co.uk/Media-Studies-Essential-Introduction-Essentials/dp/0415347688/ref=sr\\_1\\_3?s=books&ie=UTF8&qid=1508511153&sr=1-3&keywords=a2+media+studies+the+essential+introduction](https://www.amazon.co.uk/Media-Studies-Essential-Introduction-Essentials/dp/0415347688/ref=sr_1_3?s=books&ie=UTF8&qid=1508511153&sr=1-3&keywords=a2+media+studies+the+essential+introduction)

Pages: 224-226

Topic: Postmodernism

## V. Exam Style Questions

To prepare you for the parts of your exams, which require you to analyse media language in media texts, 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 per completed question.

1. John Lewis Moving Image Advert Analysis  
<https://www.youtube.com/watch?v=jYOsWWKHZVw>

Explain how media language communicates certain values for the John Lewis brand in this advert.

2. Friend Request poster analysis  
<https://goo.gl/images/cwRB57>

Explain how media language has been selected and constructed to engage an audience.

3. Coco Mademoiselle  
<https://www.youtube.com/watch?v=vkKROkzYdXs>

Explain how media language has been used to convey the ideas and values of the Coco brand.

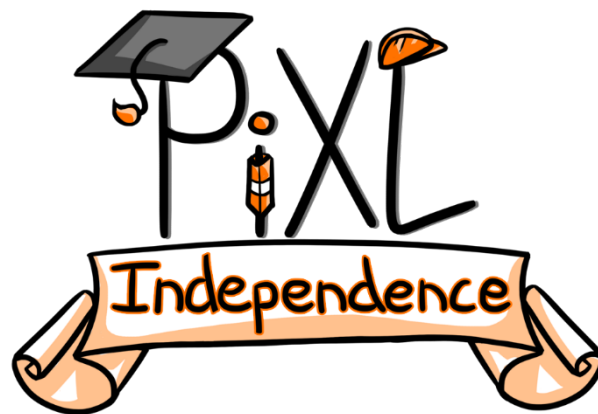
4. Sony Bravia  
[https://www.youtube.com/watch?v=0\\_bx8bnCoiU](https://www.youtube.com/watch?v=0_bx8bnCoiU)

Explain how media language creates the impression that Sony is a quality brand.

5. Maybelline  
<https://www.youtube.com/watch?v=UkdA0J2BeEE>

Explain how media language to construct and target its audience.





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