



Media Studies BTEC

Representation and other key concepts

What does “The Media” mean?

- ▶ A Medium is something that channels information, ideas or objects from one place to another.
- ▶ Therefore “The Media” is a group of institutions, organisations and individuals that channel events, opinions and ideas to an **audience**.
- ▶ If an idea or event is “channelled” from one place to another, it has always been altered in some way. This is called “**mediation**”.
- ▶ Imagine an accident like a non fatal car crash. When it is relayed via the media it can be shown to have been:
 - ▶ a “near miss”,
 - ▶ a lucky escape
 - ▶ or a warning of the dangers of driving recklessly.

All these things may be partially true but the way the crash has been **represented** by the media will affect the way the audience perceives the event.



The Intro to Media Course

- ▶ Over the next few weeks we will be exploring key media concepts such as:
- ▶ **Representation**
- ▶ **Ideology**
- ▶ **Narrative**
- ▶ **Audience**
- ▶ **Institutions**
- ▶ **Media Language** (the way the media texts put their message across)
- ▶ **We will access these ideas through a study of *representation* of age, place, gender, class and ethnicity.**

What we'll study...

Week	Lesson work	Prep
1	Representation of gender Our Girl – BBC 1 Killing Eve Adverts	
2	Representation of place and Class Dr Who – Aliens of London (Series 1 episode 4)	
3	Representation of age in TV adverts Polish Grandfather – English for Beginners advert on YouTube Ikea "Start Something new" advert	
4	Representation of ethnicity How are America and Japan represented in Black Rain Does Edward Said's theory of "Orientalism" apply to this film?	
5	Project – Choose a media text(s) that interest you. Explore how one of the following is represented in this text and present to the class: Gender, Age, Place, Ethnicity, Class	Presentation on research



Extreme long shot XLS



Long Shot LS



Medium Long Shot MLS



Mid Shot MS



Medium Closeup MCU



Closeup CU



Big Closeup BCU



Extreme Closeup ECU

Click to add text

Media Language – shot types and angles

CAMERA ANGLES



EYE LEVEL



LOW ANGLE



HIGH ANGLE



HIP LEVEL



KNEE LEVEL



GROUND LEVEL



SHOULDER LEVEL



DUTCH ANGLE



OVERHEAD



AERIAL



When writing about media use a formula...denotation / connotation.

➤ **Denotation (say what you see)**

- Molly is asked to speak in front of the class. At first she refuses and calls them "Losers". She stands at the front with a nervous posture and a quiet, hesitant voice. She tells about her life which sounds difficult and unhappy.

➤ **Connotation (say what this implies or makes you think / feel or imagine)**

- At first, she seems to be aggressive and rough but we realise that this is just a front as she is actually full of self-doubt and fear of the future. We align with her more when we hear that deep down, she is kind and ambitious.



Key things to discuss...

- ▶ Cinematography (camera shots, angles and movements)
- ▶ Lighting
- ▶ Mise-en-Scene (set, costume, props)
- ▶ Editing
- ▶ Sound
- ▶ Performance

- ▶ Christopher Lee Makes Extremely Salty Popcorn!



TASK

- ▶ Watch the pilot episode of "Our Girl" on BBC iplayer (Series 1 episode 1)
- ▶ Work through the following slides and answer the questions...

Representation of Molly Dawes.

What audience response is encouraged by the following elements?

- Actions?
- Events?
- Family Role?
- Clothes?
- Expression?
- Props?
- Stereotype?
- Against stereotype?
- How is the audience encouraged to **align** with her?



Questions to consider...

- How do we think Molly feels in this image?
- How is that effect created?
- Explore – set, costume, facial expression, camera shot, lighting, props



How do we feel about Molly in this scene? What creates these feelings? (location, props, cinematography)





Narrative –
3 part
structure.



How do we feel about Molly at the beginning of the pilot episode?



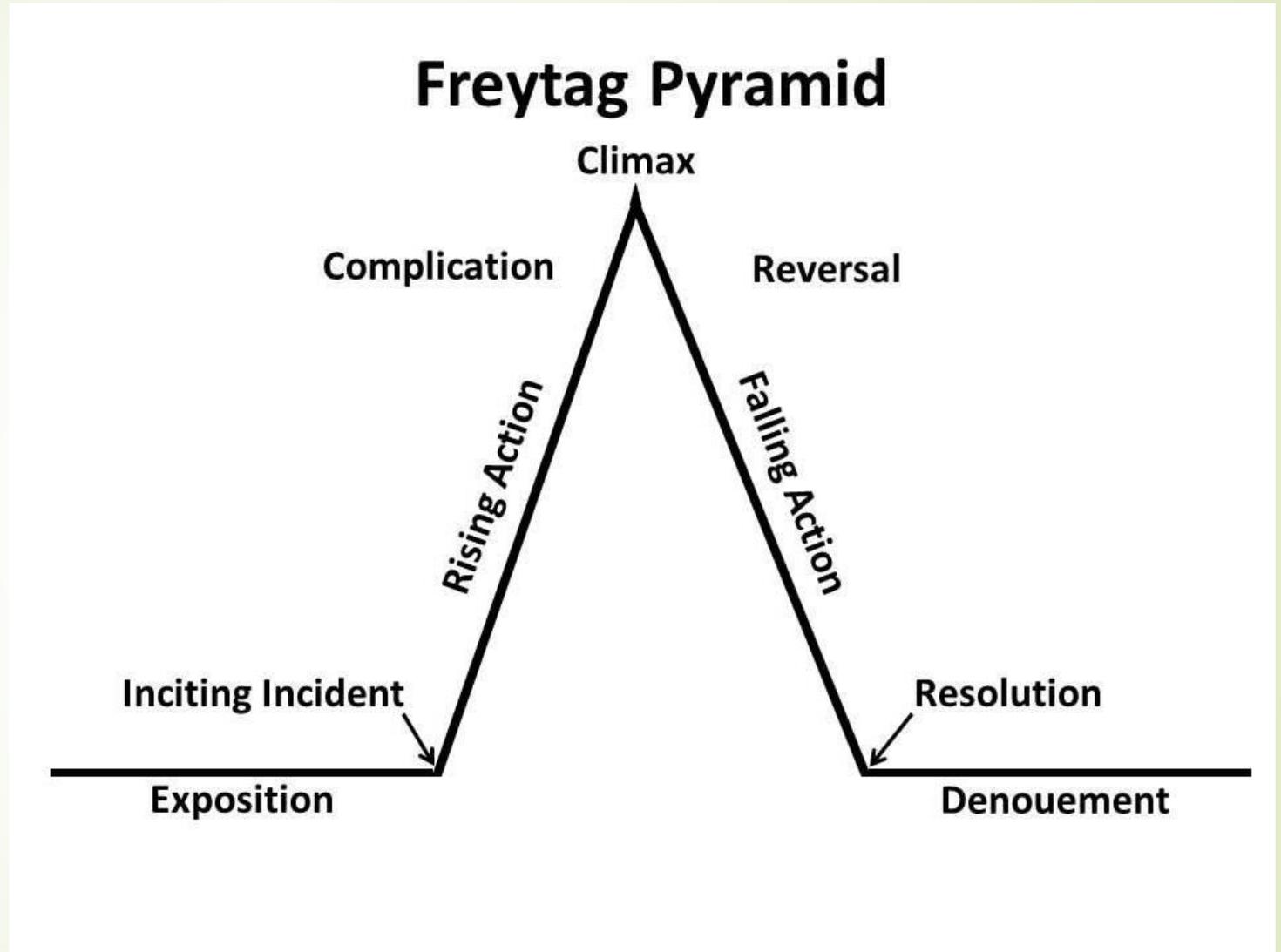
How does this change? Which key moments would you explore?



How do we feel about her at the end?

Narrative arc

- Can you label this image with the various parts of "Our Girl"?





Now explore the representation of female characters in "Killing Eve".

- ▶ How are women represented in "Killing Eve" or a TV show of your choice?
- ▶ Who used key terms? CLMESP?
- ▶ Remember to support your response with evidence e.g. a shot type or movement?
- ▶ Who used the formula denotation – connotation?
- ▶ Reminder: CLMESP (cinematography = camera shots, movements and angles. Lighting = naturalistic or used to highlight an element or create a mood?. Mise-en-Scene = set design, props, costume, placement of objects. Editing = how the shots are pieced together, fast or slow, disorientating or made to feel invisible?. Sound = dialogue, sound effects, mood music etc. Performance = how the actor moves, behaves, expressions etc.)



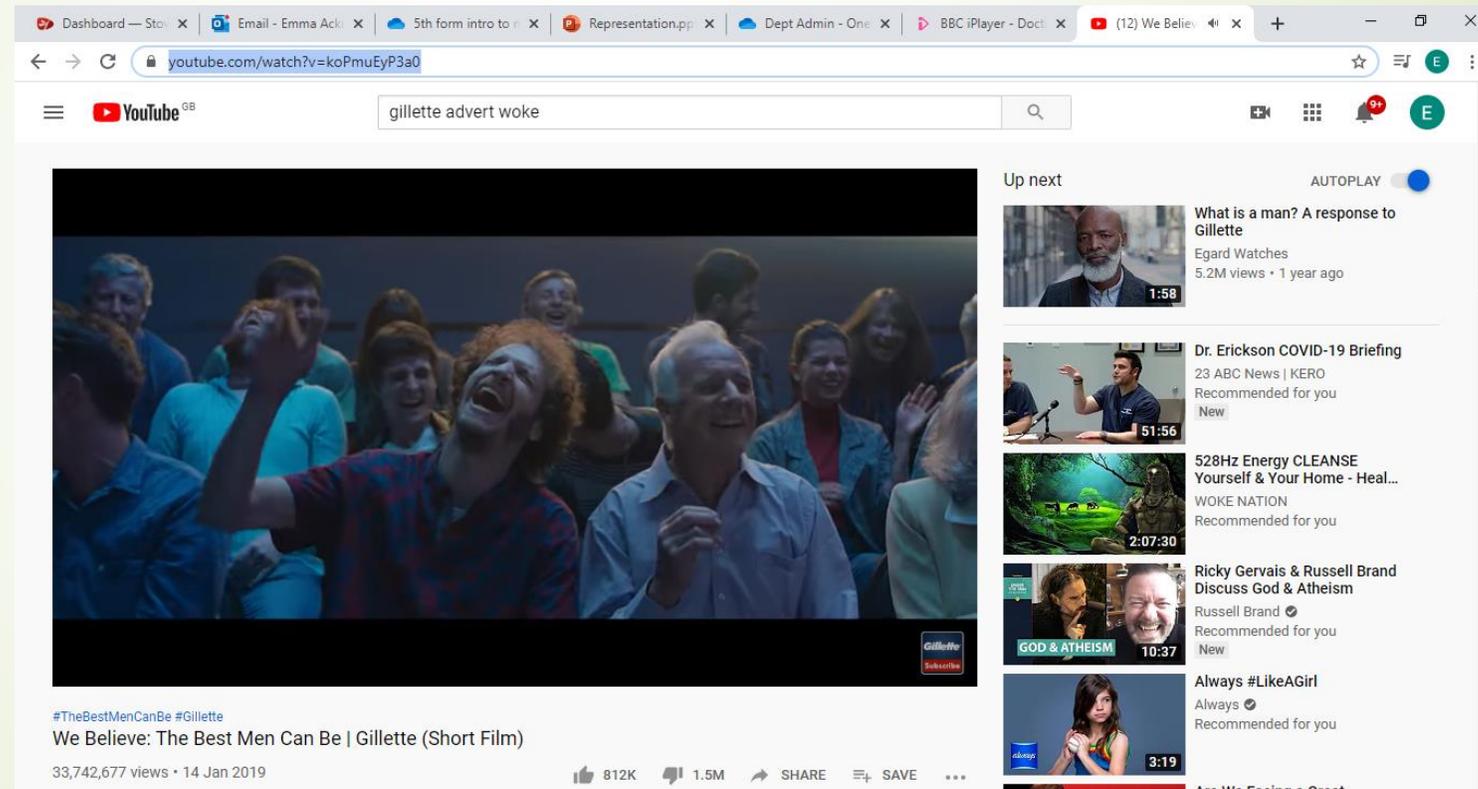
TV adverts

- ▶ TV adverts often use stereotypes. Why do you think this is the case?
- ▶ They must appeal to their target audience – consider how they do this in the following adverts. (see next 4 slides)
- ▶ How are they tapping into recent discussions about gender, feminism, toxic masculinity, wag gap etc.?
- ▶ Do you think they are right to do so?
- ▶ How do these adverts make you feel?
- ▶ Are you in their target demographic?

<https://www.youtube.com/watch?v=Jk6VlswOCmU>



<https://www.youtube.com/watch?v=koPmuEyP3a0>



The screenshot shows a web browser window with multiple tabs open. The active tab is YouTube, displaying the video 'We Believe: The Best Men Can Be | Gillette (Short Film)'. The video player shows a group of diverse men laughing and cheering. Below the video, the title and description are visible, along with view counts and engagement metrics. To the right of the video player is a 'Up next' section with several recommended video thumbnails and titles.

Dashboard — Sto x | Email - Emma Ackl x | 5th form intro to F x | Representation.pp x | Dept Admin - One x | BBC iPlayer - Doct x | (12) We Believ x

youtube.com/watch?v=koPmuEyP3a0

gillette advert woke

Up next

What is a man? A response to Gillette
Egard Watches
5.2M views · 1 year ago
1:58

Dr. Erickson COVID-19 Briefing
23 ABC News | KERO
Recommended for you
New
51:56

528Hz Energy CLEANSE Yourself & Your Home - Heal...
WOKE NATION
Recommended for you
2:07:30

Ricky Gervais & Russell Brand Discuss God & Atheism
Russell Brand
Recommended for you
New
10:37

Always #LikeAGirl
Always
Recommended for you
3:19

We Believe: The Best Men Can Be | Gillette (Short Film)
#TheBestMenCanBe #Gillette
33,742,677 views · 14 Jan 2019
812K 1.5M SHARE SAVE

<https://www.youtube.com/watch?v=CbaLCoZY7wo>



<https://www.youtube.com/watch?v=ozuWoZITX3Y>





Representation of Gender continued and representation of Ethnicity

1. Stereotypes – good or bad? They can be helpful and unhelpful but in what way? Look this up.
2. Why are they used in the Media?
3. What kind of texts are more likely to use them?



Representation of Ethnicity Task...

- ▶ Quickly sketch some of the following:
- ▶ A French man
- ▶ An American tourist
- ▶ A Chinese tourist
- ▶ A Scottish man
- ▶ An English man
- ▶ A refugee child
- ▶ A terrorist





Stereotype theory - Dyer – Richard Dyer

- 1979

- ▶ Many of the debates and critical approaches to representation focus upon stereotypes, which, according to Dyer (1979), involve a number of processes:
- ▶ The complexity and variety of a group is reduced to few characteristics.
- ▶ An exaggerated version of these characteristics is applied to everyone in the group as if they are an essential element of all members of the social group
- ▶ These characteristics are represented in the media through media language.



Alvarado – Representation of Ethnicity

1. Pitied
2. Dangerous
3. Exotic
4. Humorous
5. Thinking back to the stereotypes that you drew – how many fall into these categories?

Applying to "Our Girl" and "Killing Eve"

1. How are other nationalities represented in these shows?
2. In what ways are these stereotypes?
3. Do they conform to Dyer's definition?
4. Do they fit into Alvarado's categories?
5. In what ways are they NOT stereotypical?

Representation of "Place" and "Class"



Dr Who..."Aliens of London" (Series 1 Episode 4)



Mindmap the different ways London is represented in this episode.



Consider the cities and the inner spaces e.g inside Rose's block of flats – corridors and her front room,



Does "place" help you understand the lifestyle and class of the characters?

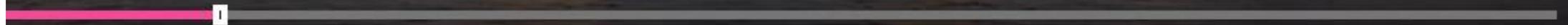


How is Rose's background represented? Middle class or working class? Relatable to many? How / Why?

BBC



^ Show more



Navigation controls including a pink play button, a speaker icon for volume, a timestamp of 06:14 / 45:04, and icons for download, settings, comments, and full screen.



BBC

^ Show more



06:30 / 45:04



BBC



BBC









Class



Traditionally in the UK...



Upper class – Aristocracy, landed gentry, people with a title



Middle class – Professionals, University educated



Working class – Trades people, high school education



Do these categories still hold today?



What are the signifiers of class from the places in this episode of Dr Who?



Representing Ethnicity

- ▶ Watch the following clips from adverts, films, cartoons and music videos.
- ▶ How are the different ethnicities represented?
- ▶ Do they fit into Alvarado's stereotypes?
- ▶ How is this being challenged today?

https://www.youtube.com/watch?v=qAY_o36paQ0



<https://www.youtube.com/watch?v=3MgyRO3c870>



<https://www.youtube.com/watch?v=yVK9BcXcNd0>



<https://www.youtube.com/watch?v=xOxCzTlbGd8>



<https://www.youtube.com/watch?v=VYOjWnS4cMY>





Ideology – messages and values

- ▶ A key concept in media studies is that every text transmits the ideology of the media producer.
- ▶ Texts are also read differently depending on the different ideologies of the audience.
- ▶ Stuart Hall's "Encoding – Decoding" theory touches on this.
- ▶ Media Producer encodes a message ---Audience receives it and decodes the meaning:
 - ▶ Dominant/Preferred Reading
 - ▶ Negotiated Reading
 - ▶ Oppositional Reading



Task

Watch the adverts on the following 2 slides.

Write a couple of paragraphs exploring the representation of elderly men in each advert.

See the example paragraph on the final slide.

Send your paragraphs to eackroyd@stowe.co.uk if you'd like some feedback on them.

Polish Grandpa Advert

English for beginners | Czego szukasz w Świąta?



Ikea Chair Advert

- ▶ <https://www.youtube.com/watch?v=IQwrpmUmVeo>

ing New: The unlimited potential of a chair.



2:00





Example using Polish Grandpa advert

- ▶ Firstly the Polish grandpa is represented as lonely. We see that he lives alone. This is shown when he goes to his desk in medium wide shot which reveals part of his home and the only other living thing there is his dog. This encourages the spectator to feel sorry for him. We know that any elderly people live alone and are used to feeling sympathy about this. This sets up the end of the advert when he finally meets his new grandchild. We realise how important this is to him and that he has worked hard to learn English as he is not completely alone and has a new grandchild.
- ▶ In addition, he is represented as...



Include terminology in your answer if you can.

- ▶ Cinematography (shots, angles, lighting, colour wash)
- ▶ Lighting
- ▶ Mise-en-Scene (props, performance, costume, setting, characters)
- ▶ Editing (cuts, transitions, ellipsis, shot / reverse shot etc.)
- ▶ Sound – dialogue, music (extra diegetic – character can't hear it but the spectator can)
- ▶ Performance – levels, proximity, facial expression etc.

If you use these it means you're looking at the details of the adverts- therefore you'll get better marks.