

# An Introduction to Media Studies



Objective: to understand the key skills and knowledge required to access the learning.

1. Name at least one of your favourites in each category

Film	TV	Magazines	Newspapers
Radio	Video Games	Online Media	Music Videos



**The aim of Media Studies is to help you move from being a passive spectator who simply consumes cinema and its spectacle to active critic who deconstructs the text**

**What is Media Studies?** [https://www.youtube.com/watch?v=qE-B\\_XkoAgQ](https://www.youtube.com/watch?v=qE-B_XkoAgQ)

Language	Representation	Audience	Industry
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**Section A: Film**



1. What are denotations of the film poster?

2. What are connotations of the poster?

3. Who is the target audience for this film?

4. How was the film marketed?

5. Why do you think the film was so successful?

6. How does Black Panther relate to the Marvel franchise?

Extension: Compare and contrast representations to other Marvel franchise films?

### Section B: Television

**Humans** is a science-fiction television series that debuted on Channel 4. Written by the British team Sam Vincent and Jonathan Brackley, based on the Swedish science fiction drama *Real Humans*, the series explores the themes of artificial intelligence and robotics, focusing on the social, cultural, and psychological impact of the invention of anthropomorphic robots called "synths". The series is produced jointly by AMC in the United States, and Channel 4 and Kudos in the United Kingdom.



1. Why have science-fiction programmes about a scary future become so popular?

2. What is postmodernism and how does this clip in *The Matrix* represent it?  
[https://www.youtube.com/watch?v=zQ1\\_lbFFbzA](https://www.youtube.com/watch?v=zQ1_lbFFbzA)

3. How is *Humans* an example of postmodern television?

Section C: Magazines



**VOGUE**

OCT

FALL FOR  
**ALL!**

**89**  
BRILLIANT  
WAYS  
TO STEP  
UP YOUR  
STYLE

**BEFORE  
CAITLYN**  
A REMARKABLE  
MOVIE ABOUT  
A TRANSGENDER  
PIONEER

LA FEMME  
**LUPITA**

THE OSCAR-  
WINNER  
SPARKLES,  
FROM THE  
NEW YORK  
STAGE TO  
STAR WARS

**KORS  
CÉLÈBRE**  
FASHION'S  
MOST LIKABLE  
DESIGNER  
ON LIVING  
AND GIVING  
LARGE

**CHEEK  
CHIC**  
BLUSH IS  
BACK

\$4.99US \$5.99FOR  
10  
0 751154 9

1. Who is the target audience for this magazine?

2. What is circulation and readership?

3. How does this front cover challenge Vogue's typical representations and how does it conform to their brand identity?

4. What messages and values do you identify from the cover lines of the front cover?

5. What Uses and Gratifications does this magazine appeal to?

6. Extension: Gerbner's Cultivation Theory discusses patterns of representation conditioning readers towards a certain worldview. How does Vogue cultivate their audience?

7. Extension: What intersectional critique (bell hooks) could you give in reference to this magazine front cover and Vogue's overall brand identity?

Section D: Newspapers

# THE TIMES

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**Pressure on Pep as City thumped**  
20 pages of the best football analysis **the game**

## I'll do a deal with Britain

● Exclusive first UK interview with president-elect ● We should trust Putin ● Europeans could face US travel restrictions

Michael Gove New York  
Oliver Wright

Donald Trump will offer Britain a quick and "fair" trade deal with America within weeks of taking office to help make Brexit a "great thing".

Speaking to The Times in his first UK interview as president-elect, he revealed that he was inviting Theresa May to visit him "right after" he gets into the White House and wants a trade agreement between the two countries secured "very quickly".

Mr Trump also predicted that other countries would follow Britain's lead in leaving the European Union, claiming it had been deeply damaged by the migration crisis.

"I think it's very tough," he said. "People, countries want their own identity and the UK wanted its own identity."

He revealed that Mrs May had written to him just after Christmas with a gift of a copy of Winston Churchill's address to the American people shortly after the Japanese attack on Pearl Harbor.

In the letter the prime minister told Mr Trump that she hoped the sentiment of "unity and fraternal association" between the two countries was "just as true today as it has ever been".

In the wide-ranging interview, Mr Trump revealed:

● He will agree a nuclear weapons reduction deal with President Putin of Russia in return for lifting US sanctions. He was highly critical of Russia's intervention in Syria, however, describing it as "a very bad thing" that had led to a "terrible humanitarian situation".

● Orders will be signed next Monday to strengthen America's borders, which could include travel restrictions on Europeans coming to the US as well as "extreme vetting" for those entering America from parts of the world known for Islamist terrorism.

● He believes that Angela Merkel made a "catastrophic mistake" when she let more than 1 million migrants in to Germany, adding that the EU had become "a vehicle for Germany".

● He will start off by trusting Mrs Merkel and Mr Putin, but that might not last long.

Mr Trump was deeply critical of America's foreign policy. He described the decision to invade Iraq as "possibly the worst decision ever made in the history of our country", saying it was like "throwing rocks into a beehive". He added that Afghanistan was "going badly" and that attempts to recapture Mosul had turned out to be a disaster.

On Russia, Mr Trump indicated that he



Donald Trump in his office at Trump Tower during his interview with The Times. He told Michael Gove: "I love the UK"

hoped that a deal could be done to reduce nuclear capability in return for dropping some sanctions on Moscow. "They have sanctions on Russia — let's see if we can make some good deals with Russia. For one thing, I think nuclear weapons should be way down and reduced very substantially, that's part of it."

But it was Mr Trump's offer of a rapid trade deal with Britain that was one of the most eye-catching aspects of the hour-long interview at Trump Tower in New York, in which he said: "I love the UK."

"We're gonna work very hard to get it done quickly and done properly. Good for both sides," Mr Trump said. "I will be meeting with [Mrs May] She's requesting a meeting and we'll have a meeting right after I get into the White House and it'll be, I think we're gonna get something done very quickly."

The interview comes as the UK adopts an increasingly hard line on Brexit before a speech Mrs May is due to give tomorrow.

Philip Hammond, the chancellor, issued the government's starkest warning yet of what would happen if the EU attempted to impose tariffs and trade restrictions on the UK once Britain had left the EU. Mr Hammond told a German newspaper that a "seconded" Britain would not be down and accept economic damage incurred by a harsh Brussels deal.

Instead, he said, the government would change its economic model to regain competitiveness, pledging that "we will do whatever we have to do". His remarks were interpreted as a threat to lower corporation tax aggressively to undercut France, Germany and Italy further. Any potential trade deal with the US would be a powerful weapon in the UK negotiating armoury as it would open further a huge market for British goods and services.

Mr Trump said he thought that "Brexit is going to end up being a great thing" and welcomed the fall in the value of the pound for having helped to boost the attractiveness of British products abroad.

The president-elect, who will be inaugurated on Friday, said he was also looking forward to visiting Britain, saying his Scottish mother was "so proud of the Queen".

"Any time the Queen was on television, an event, my mother would be watching," he said. He also quipped that his Scottish ancestry meant he liked to "watch my pennies", adding: "I mean I deal in big pennies, that's the problem."

However, he was far less warm towards the EU and said he understood completely

Continued on page 2, col 5

IN THE NEWS

**Cancer cancellations**

Cancer patients are having their operations cancelled as hospitals face staff and bed shortages during the winter

© Press Association

**Conwoman jailed**

A conwoman who claimed to be a former professional tennis player has been jailed for eight and a half years after duping property investors out of £4 million

**Graduate jobs boost**

The top 100 graduate employers are planning to enlist 20,985 people on their management programmes this year, an increase of 4.3 per cent on 2016

**Migrants freeze**

Freezing temperatures in Paris have highlighted the influx of thousands of migrants sleeping rough in the French capital since the closure of the Jungle camp at Calais

**City trade warning**

The €25 billion merger of Deutsche Börse with the London Stock Exchange will trigger a huge grab of business by Frankfurt from the City, a study claims



1. Is *The Times* a tabloid or a broadsheet, left-wing or right-wing?

2. Who owns the times (person and conglomerate) and what is their ideological agenda?

3. How is POTUS Donald Trump represented on *The Times* front page?

4. Who is the demographic for *The Times* newspaper?

5. What does the sub-heading anchored to the headline reveal about the newspaper's approach to Trump and other political issues?

Extension: what would a preferred reading and oppositional reading of *The Times* be?

Preferred reading	Oppositional reading

### Section E: Radio

Case Study: Woman's Hour – briefly research online

1. What methods does the radio show use to position certain audiences?

### Section F: Video Games

Case Study: Assassin's Creed Franchise – briefly research online

1. How does the video game maximise market strategies like convergence?

### Section G: Online Media

Case Study: Vlogging

[https://www.youtube.com/watch?time\\_continue=2&v=RmgQ9H4yHc4](https://www.youtube.com/watch?time_continue=2&v=RmgQ9H4yHc4)

1. Consider theories (Shirky's End of Audience, Jenkins Fandom and Gauntlett's Identity). How has FunForLouis maximised the market potential of vlogging and user interactivity in order to create an engaging channel with over 2 million subscribers?

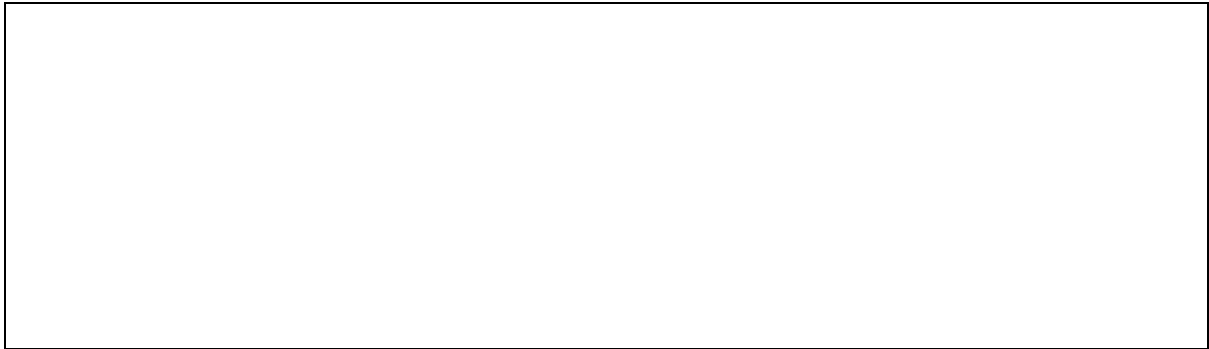
### Section H: Music Videos

Case Study: Childish Gambino (This is America)

1. How have intertextual references added to the meaning and context behind representations in the music video?



Conclusion - Why study Media?



**Take note: Coursework for A Level Film Studies:**

Music Videos, Trailers, TV Shorts, Film Marketing, Magazines

