

Year 12 Summer Homework



Media Studies

Choose a serial TV drama you know really well and complete the following tasks on the four key concepts: **Media Language, Representation, Audience, and Industry.**

Be ready to present and share your ideas with the rest of the class in September.

Industry

1. Who is the industry behind the show? Tell me a little about them.
2. What impact/effect do you think this has/has had on the production? And reception?
3. Who are they regulated by? And what does this mean for production?

Audience

Stuart Hall states that: “decodings do not necessarily follow from encodings” meaning that audiences are able to interpret a text differently. He suggests there are three ‘readings’:

- Dominant reading = decoded exactly as the producer intended
- Negotiated reading = decode ‘some’ meanings but also reject ‘some’
- Oppositional reading = reject the text completely (disagree)

Watch this video: <https://www.youtube.com/watch?v=6xh9FjcQTWE>

Task: What are the reading(s) for the TV series you have chosen? You should refer to clear examples.

Dominant Reading(s)	Negotiated reading(s)	Oppositional reading(s)

Media Summer Homework
Language

Look at either a trailer or an opening sequence for your chosen show (2-3 minutes only).

1. Make a note of aspects of the mise-en-scene (all of the things that you can see in the selected scenes, see table below) and their connotations
2. Genre: what genre does your TV drama belong to? Is typical or atypical? How/why?
3. Narrative: In the trailer/scenes that you have chosen, where does the disequilibrium (Todorov) occur? Does it fit the pattern of equilibrium-disequilibrium-new, restored equilibrium?

Mise-en-scene/moving image codes:

Technical code	Connotations/meanings and effect
Lighting	
Costumes	
Set/location	
Hair and make-up	
Props and symbols	
Camera angles	
Editing	
Sound	

Representation

David Gauntlett believes that “the media today offers us diversity; from a range of stars, icons and characters we can construct our own identities in a ‘pick and mix’ fashion”. He suggests that whilst we are influenced by the media, we are not controlled or conditioned by it. Instead, we observe and make our own, informed decisions about who we are and how we behave.

Choose two different characters from your television series and make a note of how they are represented to the audience*. Do they support Gauntlett’s idea of “pick and mix” or do they adhere to a strong stereotype, a one-dimensional character who fits a particular “group” e.g. the jock, the geek, the hero (You can use Propp’s stock characters here in order to further illustrate your point). *Remember to use media terms/aspects of the mise-en-scene to look at HOW they are represented.