

Media Studies

Transition Tasks

The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase.

Task 1 - Research ALL of the theorists listed below: Make notes on these and be prepared to discuss their theoretical approaches to Media, with reference to specific textual examples

Use the following links to support your research: [Essential Media Theory | A Level Media Studies Revision](#)

This Media Theory guide is available on Amazon: [Media Theory for A Level: The Essential Revision Guide : Dixon,](#)

[Mark: Amazon.co.uk: Books](#)

[Mrs Fisher - YouTube](#)

1. Semiotics - Roland Barthes
2. Narratology - Tzvetan Todorov
3. Genre theory - Steve Neale
4. Structuralism - Claude Lévi-Strauss
5. Postmodernism - Jean Baudrillard
6. Theories of representation - Stuart Hall
7. Theories of identity - David Gauntlett
8. Feminist theory - Liesbet van Zoonen
9. Feminist theory - bell hooks •
10. Theories of gender performativity - Judith Butler
11. Theories around ethnicity and postcolonial theory - Paul Gilroy
12. Power and media industries - Curran and Seaton
13. Regulation - Sonia Livingstone and Peter Lunt
14. Cultural industries - David Hesmondhalgh
15. Media effects - Albert Bandura
16. Cultivation theory - George Gerbner
17. Reception theory - Stuart Hall
18. Fandom - Henry Jenkins
19. 'End of audience' theories - Clay Shirky

Task 2 – Compare the choices that have been made in the representation of ethnicity or gender in a film poster (of your choice) and a music video (of your choice).

In your answer, you must consider:

- how ethnicity/gender is represented
- reasons for the choices made in the representation of ethnicity/gender
- the similarities and differences in the representations of ethnicity/gender

(750 words)

Task 3 – Watch some clips from TED Talks about media representation- and make notes

[Gangadhar Patil: How we're helping local reporters turn important stories into national news | TED Talk](#)

[David Puttnam: Does the media have a "duty of care"? | TED Talk](#)

[Sasa Vucinic: Why we should invest in a free press | TED Talk](#)

[Kate Stone: The press trampled on my privacy. Here's how I took back my story | TED Talk](#)