

WELCOME TO



Creative Digital Media Production

*SINGLE BTEC MEDIA
TRANSITION PACK
'BRIDGING THE GAP FROM
GCSE TO A'LEVEL'*

Overview of the course

Unit 1 Representations – Exam

This is where we will start in the course as you will need to understand the key concepts and technical elements of Media Studies to be able to study the course successfully. Many of you will have already done GCSE Media Studies so will have an advantage in terms of your knowledge and understanding and know how to analyse media texts already. Some of you will need a refresher and some of you will be completely new to the subject area, which is absolutely fine as the course is designed to be accessible to all. For the purpose of these transition packs, we will assume you all need to build the knowledge at the moment and give extension tasks for those of you who already know the key concepts and theories.

The Unit 1 exam is broken into:

A - Media messages

B - Understanding media messages

C - Stylistic codes

D - Effects of media messages

ACHIEVABLE GRADES – Distinction *, Distinction, Merit and Pass

Level 3 Distinction – exam board's expectations of learners:

Learners will be able to demonstrate accurate and thorough knowledge and understanding of the techniques, theories, and concepts outlined in the unit content. This will be the basis for developed reasoning in responses, supported by detailed textual reference and sophisticated analysis of the effects and consequences of the representations identified within a text. Learners will articulate balanced arguments and justified opinions, leading to reasoned and valid judgements. Questions will be fully addressed and consideration will be given to selected competing debates, ideas and theories where applicable. Learners will use accurate and consistent media terminology throughout their responses.

TRANSITION PACK

We have designed this booklet to just introduce you briefly to some of the key terms in media, the concept of representations and to get you to begin thinking about texts and the messages they convey to audiences globally. There are **FOUR TASKS** for you all to complete and should take no longer than 10 hours, unless of course you want to spend longer on them. If anyone needs any support whatsoever with these tasks, please contact aellis@sawtryva.org who will be able to assist you, send resources on or answer any questions you might have. You should record all of your work for tasks in an appropriate way for you to be able to send them on to us and save them in a folder under Media BTEC.

There are a lot of media terms for you to learn over the next two years, but we will start with some basics. You will need to know what the following terms mean before you can study the exam area of representations, so fill in the table with your own definitions researched online.

Task One

Media Term	Definition
Stereotypes	
Counter stereotypes	
Representation	

Narrative	
Genre	
Audience	
Media Institutions	
Denotation	
Connotation	

These are the 5 primary media products that we will be studying during the course:

1. Film and TV clips
2. Advertising
3. Games
4. Music videos
5. Magazines

Here are some of the REPRESENTATIONS we will be considering during the course:

- o Gender (make sure you know what these terms all mean)
- o Ethnicity
- o Age
- o Social groups
- o Places

Task Two

Now, we would like you to answer some questions about some media products that we give you. Those of you that have studied media previously need to do a full 'Textual Analysis' using media terminology focusing on the below questions. It would be good to focus on the conventions used and their denotations and connotations in your analysis. What you see and what it shows/represents...

1. **What is the genre of this media text? How do you know?** (which type of magazine, game advert is it?)
2. **Who is the target audience of this media text? How do you know?** (who is it directly trying to appeal to?)
3. **What representations are given to us about age, gender, ethnicity, social groups and places?**
Hint - Positive/negative/stereotypical/fair/biased/messages

TEXT 1

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GEMMA ATKINSON
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1. What is the genre of this media text? How do you know? (which type of magazine, game advert is it?)
2. Who is the target audience of this media text? How do you know? (who is it directly trying to appeal to?)
3. What representations are given to us about age, gender, ethnicity, social groups and places?
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TEXT 2



1. **What is the genre of this media text? How do you know?** (which type of magazine, game advert is it?)
2. **Who is the target audience of this media text? How do you know?** (who is it directly trying to appeal to?)
3. **What representations are given to us about age, gender, ethnicity, social groups and places?**
Hint - Positive/negative/stereotypical/fair/biased/messages

TEXT 3



The advertisement features a woman with long blonde hair, wearing a light green bikini, standing in a shower stall on a beach. She is covering her chest with her hands. To her right is a black bottle of Lynx Excite shower gel. The background shows a beach with a thatched umbrella and the ocean under a clear blue sky. The Unilever logo is in the top right corner. Text elements include 'NEW AND IMPROVED LYNX SHOWER GELS', 'THE CLEANER YOU ARE THE DIRTIER YOU GET', and a call to action at the bottom: 'VISIT [FACEBOOK.COM/LYNXEFFECT](https://www.facebook.com/lynxeffect) AND GET DIRTY THIS SUMMER.'

1. **What is the genre of this media text? How do you know?** (which type of magazine, game advert is it?)
2. **Who is the target audience of this media text? How do you know?** (who is it directly trying to appeal to?)
3. **What representations are given to us about age, gender, ethnicity, social groups and places?**
Hint - Positive/negative/stereotypical/fair/biased/messages

TEXT 4



1. **What is the genre of this media text? How do you know?** (which type of magazine, game advert is it?)
2. **Who is the target audience of this media text? How do you know?** (who is it directly trying to appeal to?)
3. **What representations are given to us about age, gender, ethnicity, social groups and places?**
Hint - Positive/negative/stereotypical/fair/biased/messages

Task Three

What do you think your exploration of these media texts has made you think about representations in the media? Has it made you think about how men and women are shown differently, how men and women are targeted differently, how cultures are presented, how places are shown positively or negatively?

Write **250 words** in answer to this question:

Does the media show a true / fair representation and image of all different types of people?

You can use the examples that have been provided or you are welcome to use some of your own to help give a better explanation of your opinion. A balanced argument can sometimes be better, think about that!

TASK Four

Introduction to theories of media representation – you will NEED to be able to reference some well-known media theories when you answer exam questions and analyse media texts for the next two years. Getting to know them now and introducing yourselves to them will be very beneficial.

Research and **present** your findings on the three theories that the exam board specifically outline below:

THEORY 1 Stuart Hall's Representation Theory (NOT his reception theory on preferred and negotiated readings)

• **Re-presenting (Stuart Hall):** <https://www.youtube.com/watch?v=HxK5CXfkSCI>
https://www.youtube.com/watch?v=yJr0gO-w_Q

- o media products as a 're-presentation' of reality from the producer's point of view
- o media constructions of 'truth' through cultural and technical codes
- o understanding mediated representations
- o challenging and accepting representations.

THEORY 2 Richard Dyer's Stereotyping Theory (1979) (NOT his star theory, the one on stereotypes being a self-fulfilling prophecy)

• **Stereotyping (Dyer):** [#RichardDyer in 3 Minutes - BTEC Creative Media Unit 1 Media Representations Exam Theory](#)

- o positive and negative representations
- o categorisation and hierarchy
- o oversimplification (homogeny) of people and social groups constructed through the use of a few immediately recognisable and defining traits
- o used as shorthand and shortcuts to meaning
- o challenging and evolving stereotypes
- o how identities are constructed, communicated and negotiated.

THEORY 3 Laura Mulvey's Male Gaze Theory

- **Audience positioning (Mulvey):** [Media Studies - Laura Mulvey's Male Gaze / Feminist theory - Simple Guide](#)

- o representations as a construction to be seen from a certain vantage point (the 'gaze')
- o audience and spectator positioning (to identify or alienate)
- o assumed identity of the audience
- o voyeurism, scopophilia and exhibitionism.

Research in as much detail as you can by watching YouTube videos on the right theories, reading articles and looking through any presentations that may already exist on these theories. It's important that you outline the theories as fully as possible. PLEASE do NOT copy and paste all of the material you find, it's vital that you put it into your **own words**. We want to see your own work because that way you're showing us you understand the theory, you're making it more memorable for yourselves and also plagiarism is a massive issue for BTEC and no work that you produce should be used or stolen without proper referencing. AI can be a source to help you, but **MUST NOT** be copied and pasted. Please add the links to your presentation so that we know the sources you have researched from.

<https://www.essentialmediatheory.com/>

Presentation is key to Media Studies and to BTEC as a course. Your work will all either get published to a blog or handed in on TEAMS and it's important to showcase your media capabilities going forward. This final task should be presented effectively and as creatively as you can/like. Here are some interesting ways that previous students have presented their work:

PowerPoint, Prezi, Canva, Sway, Video essays, Vlogs, Animations, Storyboards, Comic strips and Websites.

You may have only ever used one of these ways to present your work before, but now is your time to get to know other software/presentation avenues. Please take some time, that you now have, to get to know a few of these programs as they are creative and FREE!

<https://prezi.com/signup/basic/>

<https://sway.office.com/>

<https://www.canva.com/>

<https://www.storyboardthat.com/>

The school remote desktop will allow you to access the Creative Adobe Suite which has Premier Pro as a video editing software on it if you want to really push yourself and try and make a movie about the theories! There are online programs available that might be more accessible and easier to learn at the moment... 😊

FINISHED!

Well done guys!