

Component 1: Learning Aim A: MEDIA PRODUCTS, AUDIENCE & PURPOSE

Media SECTORS

Audio/Moving Image	Print/Publishing	Interactive
<i>Film Trailer</i>	<i>Newspaper</i>	<i>Website</i>
<i>TV Show</i>	<i>Magazines</i>	<i>Mobile Apps</i>
<i>Music Video</i>	<i>Comics</i>	<i>Games</i>
<i>Animation</i>	<i>Brochures</i>	<i>E-Magazines</i>
<i>Radio</i>	<i>Advertisements</i>	<i>Advertisements</i>

PRIMARY & SECONDARY AUDIENCES

The audience that the media producer targets is called the **PRIMARY** audience. This is the audience they intend to target – ie Children are the primary audience for Disney

Audiences that engage with the product who are **NOT** who the media producer intends to target is called the **SECONDARY** audience – ie parents are the secondary audience for Disney

AUDIENCES can be segmented by:
AGE
GENDER
ETHNICITY



SOCIO-ECONOMIC Groups

A - Higher managerial, administrative, professional e.g. Chief executive, senior civil servant, surgeon

B - Intermediate managerial, administrative, professional e.g. bank manager, teacher

C1 - Supervisory, clerical, junior managerial e.g. shop floor supervisor, bank clerk, sales person

C2 - Skilled manual workers e.g. electrician, carpenter

D - Semi-skilled and unskilled manual workers e.g. assembly line worker, refuse collector, messenger

E - Casual labourers, pensioners, unemployed e.g. pensioners without private pensions and anyone living on benefits

PURPOSES of Media Products

Producers might create media products for:

Information, Entertainment, Escapism

Profit, Community benefit, Raising Awareness

Critical acclaim, Inspiration, Experimentation

*One way media producers express their target audience is by writing a lifestyle profile, which explains the interests, opinions, behaviours and lifestyle choices of the audience, FOR EXAMPLE:
 "Teenage girls living in the inner city who tend to idolize pop stars and buy items that boost their status among their peers."*

Component 1: Learning Aim B: GENRE, NARRATIVE, REPRESENTATION & AUDIENCE INTERPRETATION

GENRE IS...
 the word is used to describe a particular style which has certain characteristics or 'Ingredients', which we call genre CONVENTIONS



SUB and HYBRID genres
Within most genres we can find sub genres, for example within Comedy we can find RomCom
A hybrid genre is a genre which blends themes and elements from two or more different genres, for example <i>The Office</i> is a documentary/comedy

GENRE: Repetition & Difference
Genres are instances of repetition and difference (Steve Neal). Mere repetition alone would not attract the audience
Products must conform to (repeat) enough of the genre's conventions to be considered a part of that genre
Products must also subvert these conventions (difference) to be considered a unique product
This leads to genres changing over time – genres are therefore not static.

Conventions	Genre conventions are all the parts of the genre such as character similarities and repeated plots that allow us to distinguish between genres. Genres have elements that the audience expects as they have been used many times in previous films.
Actors	Certain types of characters stereotypically only act in the same genre of film for example Jenifer Aniston is usually only found in Romcoms, Jason Statham as a star would usually indicate an action film
Narrative	A film's 'story, or plot', for example boy meets girl would indicate romance, Heroes or Heroines vs Villains indicates Action
Setting or Location	A film's setting can help us to tell a film's genre, for example 'western' films are usually set in the America outback, a Sci-fi film will usually be set in space
Mise-en-scene	A French term meaning "put into the scene", this includes costumes, hair, make-up, and props and can help us identify the genre.
Iconography	Icons that help us to identify the genre, for example icons of the Western genre includes ten gallon hats, spurs and horses, the action genre would include guns.
Technical Codes	Technical codes are aspects like camerawork, sound and lighting and these can indicate genre. For example the technical code of lighting is used in all genres but in horror, side and back lighting is used to create mystery and suspense.

NARRATIVE: Todorov's Theory

1. A state of equilibrium (all is as it should be)
2. A disruption of that order by an event
3. A recognition that the disorder has occurred
4. An attempt to repair the damage of the disruption
5. A return or restoration of a NEW equilibrium

Audience RESPONSE

Preferred Reading – the audience respond to the product the way media producers want/expect them to without questioning – these are **passive audiences**

Negotiated Reading – the audience knows what the producer wants us to think, knows why that might be an untruthful representation, but forms an opinion which is a combination of both – these are **active audiences**

Oppositional Reading – the audience completely reject the product's message

Everything we see in the media is constructed – the people, places, issues and events we see are a *re-representation of reality*. When analysing a media text you should consider:

- What is being represented? To whom?
- Is the representation positive or negative?
- How might different audiences 'read' this representation?

Types of NARRATIVE Structure

linear, where the story is told in order and a new equilibrium arrived on at the end

non-linear, where events are told out of sequence

circular, where the story ends where it began – ie there has been no change to the equilibrium

interactive, where the audience can influence the narrative

open narratives, where there is no resolution by the end

closed narratives, where the story is resolved

single-strand, where the narrative follows just one storyline

multi-strand, where there are different interwoven stories

Propp's CHARACTER Types

Hero – undertakes a journey or a quest

Villain – attempts to thwart or kill the hero

Donor – gives the hero advice or a useful object

Helper – a friend who helps the hero in their quest

Princess – motivation and reward for the quest

Dispatcher – sends the hero on their quest

False Hero – one who turns on the hero and is punished

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