

Ideology

Although the term ideology is not a key theory, many theorists identified on the 'Media Theories - Unit 1 - Knowledge Organiser' use the term ideology when analysing and explaining their concepts.

An ideology is a worldview, a system of ideas, values, attitudes and beliefs which an individual, group or society holds to be true or important. The media present ideologies to the audience. The media represents the world in order to support a dominant ideology. Examples of Dominant Ideologies:

Patriotism: to love, support and protect one's country and its people

Democracy: The idea of free speech, whereby members of society can participate in a fair vote to elect those who lead on behalf of everyone

Equality: Fairness for all no matter their race, ethnicity, religion, sexuality and gender.

Some ideologies have changed over time, for example marriage. Marriage used to only be between a man and a woman, that was the clear ideology, but now in many western cultures same sex marriage is accepted within society.

Video Link:

<https://www.youtube.com/watch?v=WOSq7FBsA4A>

Further Reading:

<https://opentextbc.ca/mediastudies101/chapter/ideology/>

Case Studies

The following Case Studies can be discussed in the exam for almost any question that you are tasked with answering.

Ethnicity

The Blind Side - netflix

When They See Us - netflix

Age

The Best Exotic Marigold Hotel - download

Catherine Tate Show - Lauren (Stereotypical Teenager) and Nan (Stereotypical Old Person) - download

Gender

James Bond - Casino Royale - downloaded

Lara Croft - Tomb Raider - downloaded

You may use your own examples of media texts in addition to the above

Key Media Terminology - Unit 1 - Knowledge Organiser

Intertextuality

Intertextuality is used when a media text alludes to, or references another text. Intertextuality is mainly used to reward the audience with a sense of recognition, as they have understood the intertextual reference

It can also be used to mirror the mood of the text it is copying, for example playing the recognisable Darth Vader music when a villain enters the scene in another film

Video Link:

https://www.youtube.com/watch?v=L_CUd5apse4

Further Reading:

<https://www.grin.com/document/107559>

Copycat Behaviour

The hypodermic needle theory suggests that the audience passively accept the messages 'injected' into them by the mass media. This model also suggests that there is a direct correlation between the violent behaviour shown on TV, computer games etc and anti-social and criminal behaviour in real life. After his Bobo Doll experiment, behavioural therapist Albert Bandura concluded that violent media content could lead to imitation or copycat violence. As well as taking on and believing information, audiences could actually re-enact the things they see in the media

Desensitization: Elizabeth Newson, as a result of the James Bulger case has since been investigating the effects of violent TV on young people. She suggested that such exposure of violent killings etc create a drip-drip effect amongst young people and they become desensitized (used to seeing) to violence.

Video Link:

<https://www.youtube.com/watch?v=zerCK0IRjp8&t=189s>

Further Reading:

<https://sites.psu.edu/aspsy/2017/02/10/banduras-observational-theory-influences-violent-behavior-through-observation-imitation-factors/>

Genre and Conventions

The word genre is another word for category. The content and narrative of the media text contribute to the genre. Each Media sector/platform has its own set of genres, for example below are a range of film genres:

Action, Comedy, Sci-Fi, Romance, Horror, Superhero, Family

A convention is something that you expect to see. Conventions are used in media texts so that audiences can understand and recognise genres and situations

Key Media Terminology

Masculinity: bravery, confidence, tough, heterosexual, active, heroic

Femininity: interest in appearance, soft, fragile, following trends, love and romance

Tokenism: purposefully including a member of a minority race such as a black character in an all white cast

Juxtaposition: To put two objects, images or ideas alongside each other in order to emphasize their differences

Binary Opposites: Two related terms or concepts that have opposing meanings

Monochromatic colour schemes: come in shades of a single colour such as red, dark red and pink. They create a deeply harmonious feeling that is soft, lulling and soothing

Complementary colours: live opposite each other on the colour wheel. For example orange and blue are complementary colours commonly used in blockbuster films. The duelling colours are often associated with conflict. Using complementary colours produce a high-contrast, vibrant tension within the film.

Analogous colours: neighbour each other on the colour wheel. Since the colours don't have the contrast and tension of the complementary colours, they create a harmonious and soothing viewing experience. Analogous colours are easy to take advantage of in landscapes and exteriors as they are often found in nature.

Triadic colours: are vibrant and colourful. Triadic colours are three colours arranged evenly spaced around the colour wheel (i.e. red, blue, yellow). One colour should be dominant and the others accented. Triadic is one of the least common movie colour schemes, but can still be effective.

Discordance: is a deliberate choice by the director to deviate from the balanced movie colour schemes mentioned above to focus the audience's attention. Discarding colours can help a character, detail, or moment stand out for the rest of the film. E.g. the colour blue in Amelie, or the Colour red in the Sixth Sense.

Composition: The way that a number of items are put together to create a product.

Visual Hierarchy: Arranging a text in a certain way means that the audience's eye is drawn to one or two aspects first, these things are given visual hierarchy. It is used to highlight; A dominant character, Part of the storyline or Important section of the text

Direct address: used when characters/individuals on media texts are looking directly at the audience. It is used so that the audience feel a connection with the characters looking at them, the product becomes more personal, as if the character is speaking directly to them

Typography: This refers to the arrangement, style and appearance of text on a media product

White space: This refers to the blank space between any imagery and text

Anchorage: something that a producer can use to ensure that the audience decode a specific message