



GCSE Media Studies

Media Language, Representation & Context

Advertising & Marketing



Key Terms:

Media Language: the way in which the meaning of a media product is communicated to the audience.

Representation: the description or portrayal of someone or something in a particular way.

Representation is not a 'window to the world' –it is how the media producers want you to see the world!

Representation is the process of how reality is constructed for an audience (this is known as

Mediation – the slant put on by the media.)

Stereotypes:

Stereotypes are a widely held, often negative and over simplified image or idea of a particular type of person or thing. Stereotypes are used in media products so that the audience quickly recognise the characters and can pick up the narrative easily.

Set Texts (Adverts):



Context:

Made by Mackintosh in the 1930s when chocolate was expensive. Luxury and high class things were now more available. Traditional gender roles. Rationing had ended and sugar was more available. The Regency Era is referred to Major Quality and Miss Sweetly. 1950s post war was a similar time.

Representation:

Male dominated: he is in control, higher class, the 'provider'
Major Quality – higher class than Miss Sweetly, power and status
Women – love of chocolate, subservient body language, manipulative
Miss Sweetly – typical feminine colours, showing skin, name suggests stereotype.
Age – young people fun and exciting.

Technical Codes:

Composition – triangular arrangement of people, halo effect around man, product is framed in the centre
Camera - mid shot of people
Logo – at the bottom in colour

Written Codes:

Alliteration – delicious dilemma
Superlatives – delicious, delightful, distinctive
Description – of new sweets
Formal – educated audience.

Visual Codes:

Costumes – look like sweets, man is in a suit.
Gold – luxury
Rich warm colours – wealth
Facial expression – excited
Body language – women kissing the man
Typography – bold, strong, purple – royal
Hand drawn images – lack of technology



Context:

Developed by Sport England funded by Lotto to break down barriers to exercise. TV advert to accompany it. Research showed massive gender gap in sports participation. Run by government organisation – there is no commercial aspect. They were not aiming to make money.

Representation:

Challenging dominant ideology that women can't do sport in a positive way.
Counter stereotype – enjoying sport, does not care about appearance, being judged.
Aspirational role model – not a famous person, anyone can do this. **Focusing on 'real women'** – no airbrushing. **'Girl'** – represent all women – exercise makes you youthful?

Technical Codes:

Mid shot – focus on action.
 Central image – important
 Logos – top/small, less important
 Slogan – large, central – very important
 No photoshop – looks are not important
 Colour – bright, eye catching

Visual Codes:

Costume – ordinary, anyone can do it, bright and eye catching.
 Hair/make up – messy, does not care
 Body language – full movement, enjoyment
 Facial expression – eyes closed
 Colour – red, passion white text stands out
 Typography – bold, 'girl' – wide appeal.

Written Codes:

Mantra – two similes, turns a negative into a positive
 Language – informal, simple but positive

Media Language Glossary

Key Word	Description	Example
Convention	Typical features of genre or product.	Horror films conventionally feature a villain and low key lighting
Denotation	The surface meaning of a sign – what you see.	A gun in a film poster being held by the character.
Connotation	The deeper meaning of a sign	Gun signifies action and violence. The character holding the gun is the hero/villain.
Signifies	What something suggests.	The gun signifies violence.
Sign	An element in a media product that is used to communicate something.	Low key lighting is a sign of a dark theme/story
Polysemic	A sign can have many different connotations depending on the audience	The colour red could connote danger or passion or anger. The colour red is therefore polysemic.
Audience reception	How the audience receive/interpret the meaning of the sign.	Media producers want audiences to accept and agree with their messages. Audiences will either agree with, rejector negotiate the dominant messages.
Stereotypical	A widely held and over simplified image or idea of a particular type of person or thing.	Boys stereotypically like sports, cars and video games. Girls stereotypically like the colour pink, fashion and make up.

Representation Glossary

Key word	Description
Stereotype	A widely held and over simplified image or idea of a particular type of person or thing.
Archetype	A very typical example of a certain person or thing. For example amale archetype would be very masculine and muscly, strong and powerful with short hair and tall.
Dominant	Powerful for example men are seen as more dominant than women. Another meaning for dominant is the main idea.
Inferior	Lower in rank, status, or quality. For example, women are usually seen as inferior to men (this is a stereotype).
Selection	The action or fact of carefully choosing something as being the best or most suitable of the message. This includes what is, and isn't, included!
Construction	Technical and symbolic codes –how things have been designed, laid out, edited, put together.
Mediation	How the maker/producer draws on all possible ideas and resources to present their version of events/perspective to you.