

Component 2 Section A

The Returned

Media Language

Topic/ focus	Summary notes for media language in <i>The Returned</i>	Class notes	Current confidence (red, amber, green)	Revised?	Confidence (red, amber, green)
How the different modes and language associated with different media forms communicate multiple meanings					
How the combination of elements of media language influence meaning					
The codes and conventions of media forms & products, including the processes through which media language develops as a genre					
The dynamic and historically relative nature of genre					
How audiences respond to and interpret the above aspects of media language					
How genre conventions are socially and historically relative, dynamic and can be used in a hybrid way					
The way media language incorporates viewpoints and ideologies					

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<i>Narratology theory (including Todorov)</i>					
<i>Genre theory (including Neale)</i>					
<i>Structuralism theory (including Levi-Strauss)</i>					

Representation

Topic/ focus	Summary notes for representation in <i>The Returned</i>	Class notes	Current confidence (red, amber, green)	Revised?	Confidence (red, amber, green)
The way events, issues, individuals (including self-representation) and social groups (including social identity) are represented through processes of selection and combination					
The effect of social and cultural context on representations					
How and why stereotypes can be used positively and negatively					
How and why particular social groups, in a national and global context, may be under-represented or misrepresented					

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How media representations convey values, attitudes and beliefs about the world and how these may be systematically reinforced across a wide range of media representations					
How audiences respond to and interpret media representations					
The way in which representations make claims about realism					
The impact of industry context on the choices media producers make about how to represent events, issues, individuals and social groups					
The effect of historical context on representations					
How representations invoke discourses and ideologies to position audiences					
How audience responses to and interpretations of media representations reflects social, cultural and historical circumstances					
<i>Theories of representation (including Hall)</i>					

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<i>Feminist theories (including bell hooks and Van Zoonen)</i>					
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Industry

Topic/ focus	Summary notes for industry for <i>The Returned</i>	Class notes	Current confidence (red, amber, green)	Revised?	Confidence (red, amber, green)
Processes of production, distribution and circulation by organisations, groups and individuals in a global context					
The specialised and institutionalised nature of media production, distribution and circulation					
The significance of patterns of ownership and control, including conglomerate ownership, vertical integration and diversification					
The significance of economic factors, including commercial and not-for-profit public funding, to media industries and their products					
How media organisations maintain, including through marketing, varieties of audiences nationally and globally					

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The regulatory framework of contemporary media in the UK					
How processes of production, distribution and circulation shape media products					
The role of regulation in global production, distribution and circulation					
<i>Regulation theory (including Livingstone and Lunt)</i>					
<i>Cultural industries theory (including Hesmondhalgh)</i>					

Audience

Topic/ focus	Summary notes for audience of <i>The Returned</i>	Class notes	Current confidence (red, amber, green)	Revised?	Confidence (red, amber, green)
How media producers target, attract, reach, address and potentially construct audiences					
How media industries target audiences through the content and appeal of media products and through the ways in which they are marketed, distributed and circulated					

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How audiences interpret the media, including how they may interpret the same media in different ways					
How media organisations reflect the different needs of mass and specialised audiences, including through targeting					
How audiences use media in different ways, reflecting demographic factors as well as aspects of identity and cultural capital					
The role and significance of specialised audiences, including niche and fan, to the media					
The way in which different audience interpretations reflect social, cultural and historical circumstances					
<i>Reception theory (including Hall)</i>					
<i>Extra challenge: Fandom theory (including Jenkins)</i>					