Media Language

Topic/ focus	Summary notes for media language in *Black Mirror*	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**					
The processes through which meanings are established through **intertextuality**					
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 significance of **challenging** and/or **subverting genre conventions**				
The significance of the **varieties** of ways in which **intertextuality** can be used in the media				
The way media language incorporates **viewpoints** and **ideologies**				
Semiotics (including Barthes)				
Narratology (including Todorov)				
Genre (including Neale)				

Structuralism (including Levi-Strauss)					
Postmodernism (including Baudrillard)					

Media Representation

Topic/ focus	Summary notes for media language in *Black Mirror*	Class notes	Current confidence (red, amber, green)	Revised?	Confidence (red, amber, green)
The way **events, issue, 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**				
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 contexts** 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 may invoke **discourses and ideologies** and position audiences				

How audience responses to and interpretations of media representations reflect **social, cultural and historical circumstances**					
Theories of representation (including Hall)					
Feminist Theories (including bell hooks and Van Zoonen)					
Theories of gender performativity (including Butler)					

Media Industries

Topic/ focus	Summary notes for media language in *Black Mirror*	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 notfor-profit public funding, to media industries and their products				
How media organisations maintain, including through **marketing, varieties of audiences** nationally and globally				
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				
The effect of **individual producers** on media industries				
Regulation (including Livingstone and Lunt)				
Cultural industries (including Hesmondhalgh)				

Media Audiences

Topic/ focus	Summary notes for media language in *Black Mirror*	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					
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**					
Reception Theory (including Hall)					
Fandom (including Jenkins)					