

## Component 2 Section B Magazines

### *Media language*

Topic/ focus	Summary of notes for media language in <i>Woman's Realm</i>	Summary of notes for media language in <i>Huck</i>	Class notes	Current confidence (red, amber, green)	Revised?	Confidence (red, amber, green)
How the different modes and language associated with different forms communicate meanings						
How the combination of elements of media language influence meaning						
The codes and conventions of media forms and 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						

## Component 2 Section B Magazines

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						
<i>Semiotics theory (including Barthes)</i>						
<i>Structuralism theory (including Levi-Strauss)</i>						

## Component 2 Section B Magazines

### ***Representation***

Topic/ focus	Summary of notes for representation in <i>Woman's Realm</i>	Summary of notes representation in <i>Huck</i>	Class notes	Current confidence (red, amber, green)	Revised?	Confidence (red, amber, green)
The way events, issues, individuals (including selfrepresentation) and social groups (including social identity) are represented through processes of selection and combination						
The processes which lead media producers to make choices about how to represent events, issues, individuals and social groups						
The effect of social and cultural context on representations						
How and why stereotypes can be used positively and negatively						

## Component 2 Section B Magazines

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						

## Component 2 Section B Magazines

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						
<i>Theories of identity (Gauntlett)</i>						
<i>Feminist Theories (including bell hooks and Van Zoonen)</i>						

### ***Industry***

Topic/ focus	Summary of notes for industry of <i>Woman's Realm</i>	Summary of notes for industry of <i>Huck</i>	Class notes	Current confidence (red, amber, green)	Revised?	Confidence (red, amber, green)
--------------	---	--	-------------	--	----------	--------------------------------

## Component 2 Section B Magazines

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 relationship of recent technological change and 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						

## Component 2 Section B Magazines

industries and their products						
The impact of digitally convergent platforms on media production, distribution and circulation						
<i>Power and media industries theory (including Curran and Seaton)</i>						
<i>Cultural industries theory (including Hesmondhalgh)</i>						

### ***Audience***

Topic/ focus	Summary of notes for audience of <i>Woman's Realm</i>	Summary of notes for audience of <i>Huck</i>	Class notes	Current confidence (red, amber, green)	Revised?	Confidence (red, amber, green)
How audiences are grouped and categorised by media industries, including by age, gender and social class, as well as by lifestyle and taste						

## Component 2 Section B Magazines

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 specialised audiences can be reached, both on a national and global scale, through different media technologies and platforms						
How media organisations reflect the different needs of mass and						



## Component 2 Section B Magazines

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>Cultivation theory (including Gerbner)</i>						
<i>Reception Theory (including Hall)</i>						