

## Media Studies Transition Tasks

The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase.

**Task 1 - Research ALL of the critics listed below: Make notes on these and be prepared to discuss their theoretical approaches to Media, with reference to specific textual examples**

### Media Language

- Semiotics, including Roland Barthes
- Narratology, including Tzvetan Todorov
- Structuralism, including Claude Lévi-Strauss

### Representation

- Theories of representation, including Stuart Hall
- Theories of gender performativity, including Judith Butler
- Theories around ethnicity and postcolonial theory, including Paul Gilroy

### Media Industries

- Power and media industries, including Curran and Seaton
- Regulation, including Livingstone and Lunt
- Cultural industries, including David Hesmondhalgh

### Audiences

- Media effects, including Albert Bandura
- Cultivation theory, including George Gerbner
- Reception theory, including Stuart Hall

**Task 2 – Compare the choices that have been made in the representation of ethnicity or gender in a film poster (of your choice) and a music video (of your choice).**

In your answer, you must consider:

- how ethnicity/gender is represented through processes of selection and combination
- reasons for the choices made in the representation of ethnicity/gender
- the similarities and differences in the representations of ethnicity/gender
- how far the representations relate to relevant media contexts

(750 words)

**Task 3 – Watch some clips from TED Talks about media representation- and make notes**

[https://www.ted.com/talks/gangadhar\\_patil\\_how\\_we\\_re\\_helping\\_local\\_reporters\\_turn\\_important\\_stories\\_into\\_national\\_news?language=en](https://www.ted.com/talks/gangadhar_patil_how_we_re_helping_local_reporters_turn_important_stories_into_national_news?language=en)

[https://www.ted.com/talks/david\\_puttnam\\_does\\_the\\_media\\_have\\_a\\_duty\\_of\\_care?language=en](https://www.ted.com/talks/david_puttnam_does_the_media_have_a_duty_of_care?language=en)

[https://www.ted.com/talks/sasa\\_vucinic\\_why\\_we\\_should\\_invest\\_in\\_a\\_free\\_press?language=en](https://www.ted.com/talks/sasa_vucinic_why_we_should_invest_in_a_free_press?language=en)

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