

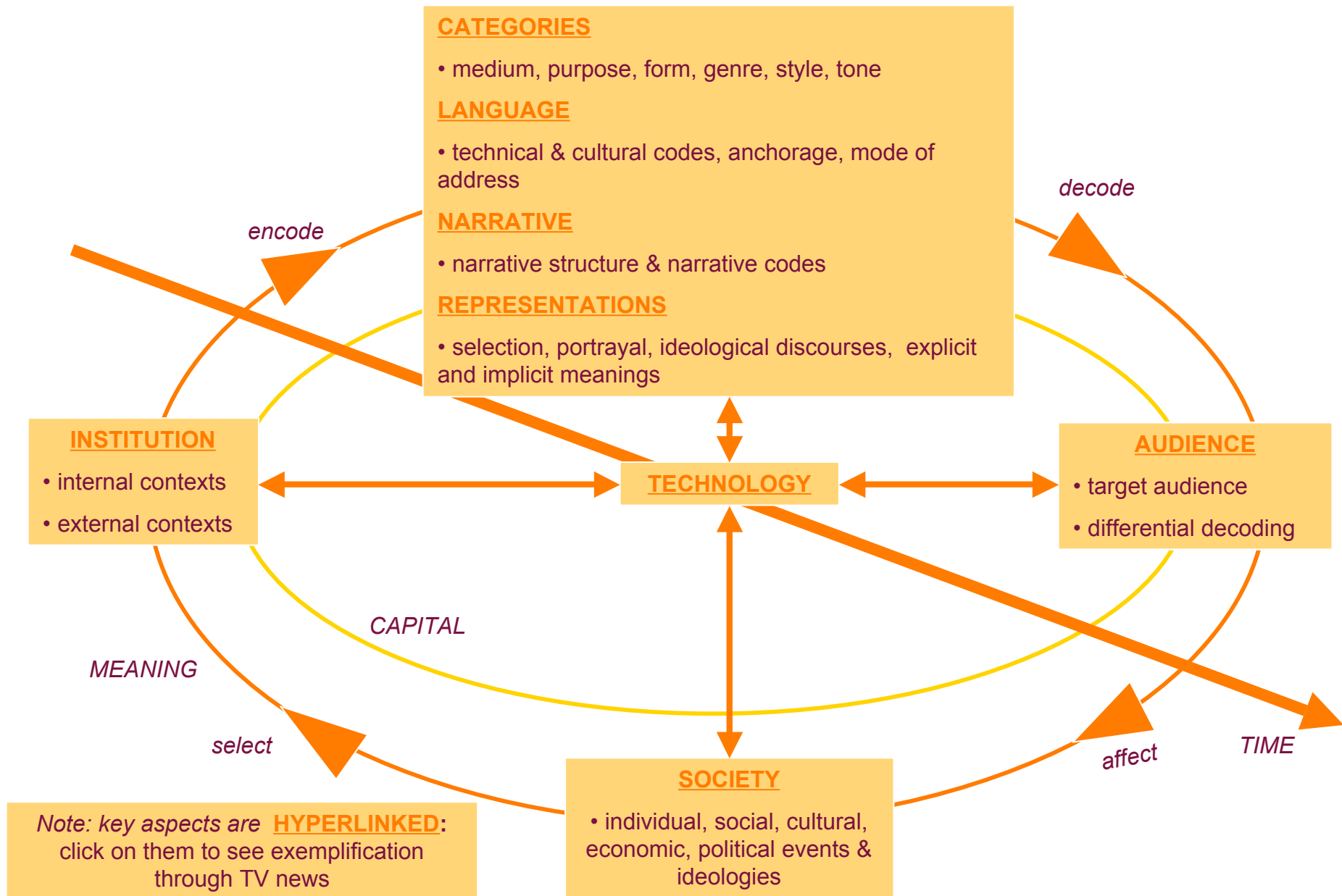
Concept Map for Media Studies

- The following concept map illustrates:
- the multiple perspectives approach of media studies
- the holistic approach to media study using key aspects (Categories, Language, Narrative, Representation, Audience, Institution, Technology, Society)
- the integration of the key aspects.

Concept Map for Media Studies

- It can be used to:
- link analytical and practical work
- unite different parts of a course (e.g. TV news and feature films and rock music can be taught using the same model)
- make explicit the implicit model which is shared by most media studies teachers (and so helps non-media teachers to be integrated more quickly into media education)
- construct holistic courses/units.

Key Aspects of Media Studies



TV News Text: Categories

- **medium:** television ,so governed by Communications Act 2003 and regulated by OFCOM
- **purpose:** inform, educate, public sphere, attracting audience to ads, (entertainment -> soft news, 'infotainment' or 'dumbing down')
- **form:** news so selected using news values
- **genre:** TV news programme: syntax (see narrative structure); semantics: newsreader(s) at desk/standing, insets behind, location reports, special correspondent reports & interviews, graphics, captions
- **style:** slick with verbal links and continuity editing techniques to 'hide' the joins; colour schemes used to give a unity to the programme
- **tone:** serious with soft news to provide balance

TV News Text: Language

- **technical codes:** e.g. MS/MLS newsreader to connote objectivity, 3/4 shots of interviewees to connote subjectivity, high-key lighting more objective; edits e.g. cut, wipe, dissolve; use of continuity editing e.g. establishing shot, shot/reverse shot in interview by presenter
- **cultural codes:** e.g. suit, voice, RP to suggest authority; minimal body movement and expression to suggest objectivity; clock; computers to connote up-to-date, hi-tech; colour codes; sans serif font connotes up-to-date; connotations of words, active voice
- **anchorage:** use of music to create sense of drama/urgency; use of voiceover to explain actuality footage
- **mode of address:** 'objective' newsreader & reporters use direct address; other 'subjective' views indirectly addressed to reporter; different modes of address for mass audience or to more educated social class ABC1s

TV News Text: Narrative

- **Narrative structure**
 1. genre convention of headlines/titles, hard news stories, soft news stories
 2. reports (e.g. intro by newsreader, detail from reporter, evidenced by actuality/interview/statistics, closed by giving preferred meaning &/or enigma)
 3. normality-rupture-return to normality structures
 4. breaking/running/closing stories and 'sagas'
- **Narrative codes**
 1. enigmatic code: headlines, what'll happen next, "coming up after the break"
 2. action code: immediately understandable actions
 3. semic code: e.g. newsreader expression may betray what s/he thinks
 4. referential code: e.g. image in inset, references to elites
 5. symbolic code: e.g. us (good) v. them (bad) storytelling

TV News Text: Representations

- **selection:** whether an event is selected, what is selected
- **portrayal:** how selected events/people portrayed e.g. bosses in board room, strikers outside on picket line; stereotypical images of foreign countries; use of words with specific connotations
- **ideologies:** meanings affected by variety of ideologies e.g. 'objectivity', 'impartiality', 'news values', 'news as information', 'news as entertainment', dominant ideologies of audience (e.g. we are superior to all other countries, capitalism is good)
- **explicit meaning:** news is truthful, authoritative, objective, up-to-date, dramatic
- **implicit meaning:** news often reflects dominant ideologies e.g. 'us' (good) v. 'them' (bad)

TV News Audience

- **target audience:** UK mainstream to attract target audience to ads; cf. C4 12 noon news with 7pm news
- **differential decoding:** actual audiences decode in different ways:
 1. dominant decoding: agree with preferred meaning
 2. negotiated decoding: partial agreement with preferred meaning
 3. oppositional decoding: disagree with preferred meaning seeing it as expression of dominant ideology
 4. non-decoding: seeing it as irrelevant

TV News: Society

- individual, social, cultural, economic, political events & ideologies at local, national and global levels
- struggle between dominant and subordinate groups in society
- values of society & how this shapes media institutions e.g. public sphere/market models of the media

TV News: Institutions

ITN: Internal context

- ownership: ITV (40%), General Trust (20%), Reuters (20%) and United Business Media (20%), whose prime aim is profit
- allocative control (management who control budgets)
- productive control (producers who ensure deadlines met, editors, reporters, investigative journalist, presenters, specialists, technical staff)
- professional ideologies of journalists (objectivity, [news values](#))

ITN: External context

- commissioning networks: ITV, GMTV, [Channel 4](#), ITN News – need to supply quality news that attracts target demographic to ads
- media laws e.g. Communications Act 2003: "high quality" news, "international and national news", "due accuracy and impartiality", "fair and well-informed debate", libel laws, Official Secrets Act...
- OFCOM (grant licenses to broadcast; requirements of Communications Act expressed through OFCOM Broadcasting Code)
- news sources: news agencies, (e.g. Reuters, Associated Press), other media, politicians, spin doctors, news releases, staged events, stringers/freelancers, contacts, tip-offs/leaks...

TV News: Technology

- use of satellite technology to get instant reports worldwide
- ENG (electronic news gathering) using lightweight digital video cameras
- non-linear editing and dubbing
- ENPS (Electronic News Production System): can combine text, video and audio; functions include search engine, script-writing, programme timing, prompting, news wires, on-air control, remote access to staff in the field
- virtual studios
- multiskilling and bi-media working
- changing technologies of reception e.g. multichannel television, webcasting
- implications of technological developments

TV News Values

For example

- **magnitude:** the bigger the better
- **clarity:** event is unambiguous and makes storytelling easy
- **proximity:** what is familiar to us is more important
- **predictability:** e.g. demo stops traffic, demonstrators riot
- **surprise**
- **elite:** 'top' people, organisations, teams, nations, etc.
- **negativity:** bad news is good news
- **human interest:** personalising stories; pictures of villains, victims or heroes have greater impact
- **balance:** soft news to balance hard news
- **visuals:** TV news needs strong visuals so will prefer stories that use location reports and actuality footage

Channel 4

- government-owned corporation that uses advertising revenue to create and broadcast programmes for viewers rather than for profit
- required by Communications Act 2003 to innovate, appeal to culturally diverse society, educate and be distinctive
- 6 channels (C4, E4, More4, FilmFour subscription channels)
- most expensive advertising for programmes that attract 16-34 adults or ABC1 adults
- companies can also sponsor programmes
- does not make its own programmes but commissions programmes from over 300 independent companies
- committed to 30% of production spend outside London
- Channel 4 News committed to foreign coverage and multicultural journalism
- Channel 4 News produced by ITN in London