



Belfairs Academy

Media Studies Fundamentals

Year 9 GCSE COMPONENT 1 SECTION A TV

Knowledge	Skills
CUFFS	
Media Industry	
To understand the UK TV industry and PSB	BBC vs ITV Look at the TV guide and compare the content style and genre
To understand the UK TV industry and PSB	Media Industries: The BBC What are the values of the BBC? How do we see this in their programmes? (provide at least 3 P.E.E.L) Point : A value of the BBC Evidence: What programme includes this Explanation: How and why? Link: back to the question
To understand the UK TV industry and PSB	How does the Clip of Cuffs demonstrated the BBC's remit?
To understand the BBC Remit	Where are the Values of the BBC in Cuffs
To identify and understand regulation of UK TV	Who are OFCOM? Why do we need to Regulate TV?
To identify and understand regulation of UK TV	How does Cuffs fit in with the Watershed and why?
To understand the impact of Technology on TV	Summative assessment: 1.What is convergence? (1mark) 2.How is the BBC funded? (2 marks) 3.What impact has technology had on the BBC? (4 marks) 4.How does scheduling affect the content and audience of BBC programmes – refer to Cuffs in your answer (5 marks)
MEDIA AUDIENCES - CUFFS	
To recognise the difference between Mass and Niche Audiences	How and why does Cuffs relate to a Mass Audience
To understand why audience are Segmented	Analyse audience figures – what has affected audience figures the most?
To understand and apply Audience Theory – Use and Gratification	Uses and Gratifications Pick one of the uses and gratifications and come up with a crime drama idea that includes content to ensure it meets it. EG: if I chose ENTERTAINMENT I would include fast paced car chases to excite the audience Come up with 5 pieces of content and explain why they meet your chosen U&G
To understand and apply Audience Theory – Use and Gratification to Cuffs	Analyse and Identify the U&G from the clips – fill in your table



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Summative assessment (exam style Question 10 marks)	<p>Q: How does Cuffs try and keep/engage its SEGMENTED audience? (10 marks)</p> <p>Make sure you refer to when Cuffs was scheduled and broadcast on TV</p> <p>Who their audience are and how technology is segmenting audiences (splitting us up- refer to your research)</p> <p>What Uses and Gratifications Cuffs provides for it's audience</p> <p>This is a 10 mark question so you should write at least 3 paragraphs = a side of A4</p>
To understand and apply Audience Theory – Hypodermic Theory	<p>Answer these questions:</p> <p>Have you ever been influenced by the media?</p> <p>Have you ever watched a programme and it has changed your opinion?</p> <p>Have you ever seen an advert and gone out to buy a product?</p>
To understand and apply Audience Theory – Hypodermic Theory	<p>'Selfie Harm': are we pressured by online editing apps?</p> <p>The series hopes to raise awareness about the pressures we encounter from social media, and how it can ultimately lead to self-harm.</p> <p>What do you think.....????</p>
To understand and apply Audience Theory – Hypodermic Theory	<p>Explain if you agree or disagree with the Hypodermic needle theory</p> <p>What is the theory</p> <p>Why does it exist?</p> <p>What is your opinion about it – Justify if you agree with the theory by using evidence such as</p> <p>a)editing tools to make us look good on social media,</p> <p>b)how the 'perfect life' we see people share on social media can out pressure on us to be perfect too</p> <p>Or do you disagree? We are intelligent, media literate individuals who can spot 'fake' posts/images/news</p> <p>Or you might think a bit of both? Explain why</p>
Media Language	
Understand and recognise Crime drama conventions in Cuffs	<p>Can we spot the conventions in Cuffs?</p> <p>Watch episode 1 on K:\Media\GCSE MEDIA\PRODUCTS\CRIME DRAMA</p> <p>Create and fill in the table</p>
Apply Crime drama conventions	From the sheet pick 5 Crime Drama conventions



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	<p>You are going to come up with the opening scene for the next episode of Cuffs</p> <p>You must include the conventions you have picked and use them to create the start of the story for the next episode</p> <ol style="list-style-type: none"> 1. Write your synopsis(summary) of what is happening in the opening scene that includes your chosen conventions 2. Explain what characters will be involved 3. Explain how your opening scene is conventional to the Crime Drama genre
Understand Narrative and Propp's Character theory	<p>Assessment: Answer this Exam Question: How can you apply Propp's character theory to Cuffs? Include specific evidence in your answer – 10 marks</p>
Understand Narrative and Todorov's 3 act stuctue	<p>Watch the full episode of Cuffs at home and add to your table any extra information from the episode to explain WHY each scene matches EQUILIBRIUM, DISRUPTION, RECOGNITION, REPAIR AND NEW EQUILIBRIUM</p>
Understand and apply semiotic language	<p>Look out for the ELEMENTS that construct a TV programme (or film or music video etc)and analyse what they mean.</p> <p>What do you literally need create the episode of cuffs?</p> <p>How has this scene been constructed?</p> <p>Who is in it?</p> <p>How did they get on the screen?</p> <p>How do we know it's a Crime drama?</p> <p>How do we the audience see/hear it????</p> <p>Use denotes and connotes</p>
Understand how Mise en scene can construct meaning in Cuffs	<p>How does the use of Mise-en- create meaning in Cuffs? Provide 2 examples from the extract (5 marks)</p> <p><u>Evidence</u> – Describe the M-e-S in the extract</p> <p>Eg: The costume of the blaclava tells us this character doesn't want to be recognised.</p> <p><u>Explain</u> – What meaning does this give?</p> <p>This connotes the threatening nature of the character and that they are a criminal</p>
Understand how Camerawork can construct meaning in Cuffs	<p>© How does Camera work create meaning in Cuffs? Provide 2 examples from the extract (5 marks) <u>Evidence</u> – Describe the Camerawork in the extract</p> <p>Eg: There is a close up of the mug shot of Keegan Benson on the wall of the police station</p> <p><u>Explain</u> – What meaning does this give?</p>



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	This connotes the importance of Keegan being released from Prison
Understand how sound can construct meaning in Cuffs	<p>How does the use of sound create meaning in Cuffs? Provide 2 examples from the extract (5 marks)</p> <p><u>Evidence</u> – Describe the sound in the extract Eg: The volume of the music increases to emphasise the danger in the scene.</p> <p><u>Explain</u> – What meaning does this give? This connotes the threatening nature of Keegan's character</p>
Understand how editing can construct meaning in Cuffs	<p>How does the use of Editing create meaning in Cuffs? Provide 2 examples from the extract (5 marks)</p> <p><u>Evidence</u> – Describe the editing in the extract Eg: The editing become fast paced as the Ryan starts dealing with the situation on the beach.</p> <p><u>Explain</u> – What meaning does this give? This connotes the chaotic and ridiculous nature of the situation</p>
Revision/Revisit point	<p>Cuff Case Study</p> <p><u>Media INDUSTRY</u> Who are the BBC? What type of company are they? What is their Remit? How are the BBC funded? Who regulates them? How has technology affected the BBC? How does Cuffs reflect that it is on the BBC?</p> <p><u>Media AUDIENCES</u> Who are the target audience for Cuffs? What day and time was Cuffs scheduled? What content is in Cuffs to appeal to their Target Audience? How has Technology affected TV audiences? Explain what the Uses and Gratification Theory is. How does Cuffs apply to the Uses and Gratification Theory? What is the Hyperdemic theory? How could you apply it to Cuffs?</p> <p><u>Media LANGUAGE</u> GENRE:What Genre is Cuffs? How do you know? NARRATIVE:What is Propp's Character theory? How can you apply it to Cuffs? What is Todorov's theory? How can you apply it to Cuffs? ELEMENTS: Explain what constructs camerawork, mise-en-scene, sound and editing. For each element do 3 screen grabs from Cuffs and explain the connotations of the element that are evident in the Screen Grabs</p>



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Media Representation	
Understand how social groups can be stereotyped	Explain how each image constructs a stereotype or an anti stereotype What social group is being represented? What constructs their representation? Camera, Lighting, Mise-en-scene
Understand Passive and Active Audiences	Explain how each image constructs a Passive or an active representation What social group is being represented? What constructs their representation? Camera, Lighting, Mise-en-scene EXTENSION: WHAT AFFECT MIGHT THIS HAVE ON AUDIENCES
Understand absence and presence of representation	What is so different about the Oscars in 2021 compared to just a few years ago in 2015? Use Key terms to answer this question EXTENSION: WHAT AFFECT MIGHT THIS HAVE ON AUDIENCES
Understand and apply Representation Theory – Laura Mulvey Male Gaze	Explain what is the Male Gaze How does Baywatch support The Male Gaze? Does it construct the Female Gaze? How? Can you think of any TV or Film characters that Challenge the Male Gaze? How/why
Understand and apply Representation Theory – Judith Butler Heteronormativity	What HETRONORMATIVE representations can you see above? Explain how each image conveys a heteronormative representation and why.
Apply Representation concepts to Cuffs	Use the table provided to make notes on the characters in Cuffs as we pick scenes they are in to base our decisions on
Apply Representation concepts to Cuffs	Exam Question: How does Cuffs represent a modern UK society? Use evidence from Episode 1 to support and challenge this question. (10 marks) For a 10 mark question you need 3 – 4 P.E.E's POINT: Pick a character and explain what social group they represent EVIDENCE: Pick a scene that constructs the representation of their social group EXPLANATION: Using key terminology EXPLAIN how they DO or DON'T represent a modern society
Media Contexts	
To understand the production contexts of Cuffs	What changes are happening in society and politics? How are we <u>ALL</u> more equal in today's society?



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	<p>#BLM https://www.youtube.com/watch?v=8uM-r40Up8A The vote on same sex marriage 2013 https://www.youtube.com/watch?v=jEM6PS_Q10 Women's movement and gender equality https://www.youtube.com/watch?v=0PzWnljCpL0 WHERE DO WE SEE THIS IN CUFF? Lets pick some scenes</p>
To apply Media contexts to Cuffs	<p>Assessment Q: How does this scene from Cuffs reflect the context of 2015? What issues does it raise, how does it reflect changes in society? What key issues are raised? What does the scene tell us about today's society, both positive and negative messages? What characters reflect today's society?</p>
The Avengers	
Media Contexts	
Apply production context to The Avengers	<p>Presentations: Gender Equality and the women's movement of 1960's Britain Age and the 'swinging sixties' What was the generation gap and why? The cold War and Fear of Invasion in the 1960s Ethnicity and the Race Relations Act of the 1960s You must find out about your topic in relation to what was going on during the 1960's. YOU MUST put any information you find out into YOUR OWN WORDS! No copying and pasting or you will be required to re-do your presentation again! You have a hand out to get you started You must link your topic to how it is reflected in The Avengers 'Town of no Return' You MUST make your presentations visually pleasing – lots of screen grabs from The Avengers to prove how it reflects the context of the 1960's</p>
Apply production context to The Avengers	<p>Assessment Explain how social and historical contexts influence television programmes. Compare Cuffs from 2015 and The Avengers from 1965 to support your answer</p>
Media Industry	
Understand ITV as a commercial company	<p>You need to try and persuade the loyal audience to BBC1 and BBC 2 (the only TV</p>



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	<p>available at this time) to start watching your channel – How are you going to do this? Come up with 3 programmes or genres of programme that you think will persuade the audience to move over to ITV – one of these can be The Avengers</p> <ol style="list-style-type: none"> 1. Explain what the programmes are about and their genre 2. Explain how and why these will persuade the audience to tune into ITV <ul style="list-style-type: none"> ⊙ Will it be star power? (actors you use) will it be a exciting storylines? Will it be glamorous locations? Might you try appealing to a younger target audience? ⊙ Think about the social changes reflected in The Avengers – will you use these to attract other audiences?
Understand ITV as a commercial company	<p>Evaluate your poster Using this information explain how your final TV programme idea will steal audiences from BBC</p> <ol style="list-style-type: none"> 1. How popular is the Genre you have chosen? 2. What content do you have in your programme that would need a big budget? 3. How have you targetd a MASS AUDIENCE? 4. How do you think The Avengers did the same?
Understand how commercial companies are funded	<p>Go back to your ITV programme idea TITLE: <u>Product placement in my ITV programme idea</u> Come up with 3 companies and their products that would work as product placement in your programme Explain why the products would suit the programme and how they would benefit the company being placed in your programme</p>
Media Language	
Apply Media language to The Avengers	<p>Whilst watching the episode together as a class make notes on how the elements construct meaning in The Avengers</p>
	<p>Summative test:</p> <ol style="list-style-type: none"> 1. <u>Analyse</u> how camerawork has been used in this extract of The Avengers to create meaning (5 marks)



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	<p>2. <u>Analyse</u> how <u>mise-en-scene</u> has been used in this extract to create meaning (5 marks)</p> <p>3. <u>Analyse</u> how <u>all</u> elements have been used to ensure the audience is positioned on the side of Steed and Mrs Peel in this extract of The Avengers (10 marks)</p> <p>4. <u>Explain</u> 2 ways how ITV are funded – Use The Avengers to add evidence to your answer (5 marks)</p> <p>5. <u>Explain</u> why The Avengers was suited to the 'new' TV channel of ITV at the time? (5 marks)</p> <p>6. Provide <u>3 examples</u> from the Avengers to <u>explain</u> how The Avengers reflected the context of the 1960's (10 marks)</p> <p><u>TOTAL 40 MARKS</u></p>
Understand the genre conventions of a spy drama	<p>What are the characteristics of a spy?</p> <p>How does this clip demonstrate The Avengers is a Spy Drama?</p>
Understand Intertextuality	<p>Come up with a Parody/Spoof of The Avengers for a MODERN audience.</p> <p>Using the key GENRE conventions come up with how you would use these in a modern parody</p>
Apply Todorov to the Avengers	<p>Using the storyline sheet come decide and label what scenes make up Todorov's 3 acts: Equilibrium, disruption and resolution</p> <p>Challenge: Can you add Recognition and repair? (after disruption, before resolution)</p>
Apply Propp to The Avengers	<p>Using the Narrative HANDOUT of The Town of No Return come up with the 3 events of your spoof Spy drama that re-creates the 3 acts you picked.</p> <p>Todorov's 3 acts: Equilibrium Disruption Resolution</p> <p>Task 3: Use Propp's Character types theory To decide why they are: Hero, Villian, Helper, Princess, Doner, False Hero, Dispatcher</p> <p>You don't have to include all of the character types, just ensure you explain what role each of your characters fit and why</p>
Media Audiences	



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**Apply Uses and Gratification theory to
The Avengers**

**Create a Poster on Photoshop or Word or drawn
for your Spoof – make sure it includes images or
text that means it meets at LEAST 2 U&C**