Transition Holiday Homework



Name _____

UNIT 3 – Narrative & Ideology

Helpful resource: Website www.mediaknite.org

## For this Area of Study we are investigating the ideologies:

- **TOXIC MASCULINITY / GENDER**
- **RACE**

How females and males are represented in media texts and how this has changed over time. And how people of colour have been represented in media texts and how produces of these texts use codes, characteristics and conventions of storytelling to propel these ideologies based on the time period and the society the texts were produced and distributed..

MEDIA TEXTS WE WILL INVESTIGATE THAT REPRESENT GENDER & RACE
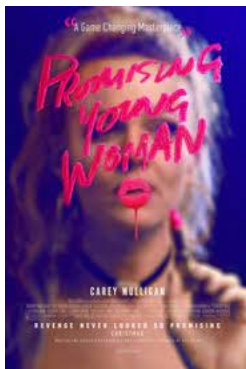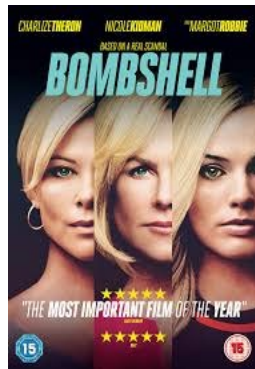
| **2020** | **2019** | **2017** | **2018** |

(Year Produced and Distributed)

TO DO:

- Please read through the following SAC & EXAM top responses to ascertain the direction we are going for this Unit of work.

- Then please have a go at the 3 questions referring to the film text we watched in transition. Make sure Media Language is applied to your responses.

- The website also contains text responses and booklets to help with the media language. To find text studied go to the TAB: Narrative and click on the film text you wish to investigate.

Describe the construction of one narrative you studied.

3 marks

Jordan Peele's 'Get Out' is said to heavily be inspired by Stanley Kubrick's films. Peele stated that he studied Kubrick's films in the lead up to creating Get Out, in particular, 'The Shinning'. His inspiration from Kubrick's work can be seen through the use of symmetrical visual references, similar to those used in The Shinning or 2001: A Space Odyssey. The constant use of symmetry alludes to madness and insanity, as well as external tidiness juxtaposed with internal evil. Symbolically referencing the film Get Out's ideology of post-racist United States.

MISE-EN-SCENE: Rose keeps her white milk separate to her coloured cereal

Get Out, uses props as a component of Mise-En-Scene to reveal the ideology of race to its audience. Rose keeps her white milk separate to her coloured cereal. This is an intentional frame that Director Jordan Peele reveals to the audience. The close up of the coloured Fruitloops and glass of white milk allows the audience to see that Rose's character has the ability to keep these things separate. She then takes a sip of the milk through a black straw, another example of the implied ideology of race. Audience's gather their thoughts around this and come to the conclusion that America, may still be divided by colour and that race is still an active part of their cultural landscape.

Explain how two media codes and/or conventions work together to engage an audience in one media narrative that you have studied this year.

7 marks

Film texts rely on code and conventions to work together to convey their narrative and enhance the genre. Get Out (2017) uses sound and camera techniques to engage their audience by eliciting fear and trepidation, a common ingredient of the Horror genre.

In the scene where Jeremy plays the ukulele, the eerie score has been composed with minor tonality. This provides the audience with an imminent threat notion. Foreshadowing the fearful threat that is to come in the following scene. This Score alongside a wide camera angle, provides audiences with knowledge on where this threat will take place. The wide angle indicated a large family home, where Chris's character will find his fate. The camera then pans to close up's on family members, foreshadowing whom Chris will fall victim too.

In the opening scene the audience can hear the song, 'Run rabbit run' working with a long panning shot. The Score written by Michael Abeds, allows audiences to feel a sense of fear immediately as the film opens. The song has unsettling lyrics about the existence of slavery. Director Peel uses a long tracking shot that follows a black character walking along a poorly lit street at night. This alongside the camera technique is where the audience can hear the song, Run rabbit run, playing from a car that seems to be approaching this character, ensuring the audience anticipate imminent threat once again.

Peel was effective in having these two codes working together to consistently and explicitly convey the genre Horror. Audience expectations are met in the opening, developing and resolution of the narrative.

Describe a characteristic used in media products.

3 marks

A characteristic employed in the moving image is the use of Symmetry. Symmetry in set design is a technique employed to evoke tension, humour, anxiety and equilibrium for the audience. Humans love a sense of balance, however when used to create fear and tension it can be effective in particular genres such as; Horror and Psychological Thrillers.

Media narratives implicitly or explicitly comment on, reflect on, develop, reject or ignore ideologies.

Analyse the ways in which a media narrative that you have studied this year is shaped by ideology. Use the characteristic and/or construction of your selected media narrative to support your response.

10 marks

Ideologies can explicitly or implicitly shape media narratives, reflecting social discourses and constructed through codes and conventions. Jordan Peele's 'Get Out' explicitly encompasses the black experience in the face of so-called post-racial America. Obama's presidency juxtaposed against the unjust shootings of Trayvon Martin and Michael Brown, acts of police brutality and Black Lives Matter movement emulated the ideological context of Peele's film. These events are reflected in the film through Peele's explicit use of codes and conventions. The African American protagonist, Chris is associated with a blue motif in the film, reminiscent of the blue mise en scene of his apartment, his blue costuming and the expressive blue gel used to light Chris. Peele's frequent allusions to the colour blue epitomise Chris's Liberal values – valuing equality and an end to discrimination.

Alternatively the white Armitage family are lit with warm yellow tones, wear burgundy, reds and brown clothing coupled with the red and yellow colour palette of their home. This use of warm tones, that juxtaposes blue, allude to the Armitage's Republican, conservative values. The uncomplimentary colours of the red and blue, creating a stark contrast, portrays the divide between the marginalised and the white in modern America. The intentions of Armitage's are further evoked through the setting of their house. The large porch, elevated foundations, pillars and triangular gabled windows of the Armitage home reminisce a southern plantation. This aesthetic alludes to African American's slavery in the 20th century, venomous time of white supremacy and inhumane actions. This style of architecture presented in Peele's 2017 film, allows Peele to mention the white supremacy still present today. furthermore, Peele strengthens his ideological standpoint through the sunken place. When Chris falls into the sunken place the diegetic sound of a television rewinding is heard. This sound allows Peele to explicitly critique the way the media represents the black community, associating this race with crime and danger. This confinement by negative stereotypes experienced by African Americans is manifested in Chris's entrapment in the sunken place. As Chris falls his screams are being muffled creating an ambient sound that accentuates this silencing of African American voices in society. Moreover, the ending of the film aligns with the social context of 'Get Out'. Hence, as Chris hunches over Rose's injured body when a police car arrives, the events of police brutality and unjust shootings pervade the mind of the audience, instilling fear as they know the all too familiar reality Chris will face. This brings prominence to the way that Peele uses this ideological context to compose and construct his film.

NOW OVER TO YOU……..By the start of next year complete the following SAC & Exam questions for this Area of Study: Narrative & Ideology

Question 1 (4 marks)

a. Identify an ideology that shaped one media narrative that you have studied this year. 1 mark

Media narrative _____

Ideology _____

b. Describe how the ideology identified in **part a.** shaped this media narrative.

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Question 2 (3 marks)

Outline an example of how a media code or convention has been used to convey meaning in one media narrative that you have studied this year.

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Question 3 (4 marks)

Explain how a media code and/or convention was used to create audience engagement in one media narrative that you have studied this year. This media narrative may be any of the media narratives that you have studied this year in Media.

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Question 4 (5 marks)

First define Symmetry.
Then discuss how the characteristic Symmetry was employed in the text. Give an example of a specific scene within the text.

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