



Area of Study 1: Media representations

The media plays an important role in shaping society and the values and beliefs of the audience. The construction of media products suggests a sense of realism and naturalism that belies their nature as codified representations that reflect the values of media makers and audiences at the time, location and context of their construction. Representations rely on a shared understanding of media forms, codes and conventions and the processes of selection, omission and construction. Representations are influenced by social, industrial, economic and technological factors existing at the time, location and context of their creation, production, distribution and consumption. Students are introduced to the concept of audience and what it entails. They consider how audiences engage with the media to construct and negotiate understandings of the world and themselves through their participation in the consumption, reception, production, curation and distribution of media products. Notions of identity and self are implicit in the ways audiences select, create, share, engage with and read media products. Through the examination of a range of media forms and products, students consider how representations of self and identity are constructed, distributed, engaged with, consumed and read. Students consider different readings of media products and how meaning is suggested through the complex relationships between content creators and producers, media forms and audiences.

Outcome 1:

On completion of this unit the student should be able to explain how media representations in a range of media products and forms, and from different periods of time, locations and contexts, are constructed, distributed, engaged with, consumed and read by audiences. To achieve this outcome the student will draw on key knowledge and key skills outlined in Area of Study 1.

TWO ASSESMENT TASKS for AOS#1:

- Create a Print Production for a Time Period & Society
- Casting & Production of Reality TV

TASK # 1: Create a Print Production for a Time Period & Society

This is an individual task. Your job is to create a Print Production for a particular Time Period and Society.

For example: The 90's for a distribution in the United States.

There are examples on the website: www.mediaknife.org.au / Unit 1 / Representation

You are to complete this task in three parts:

1 – Research and Annotation – You are to print and submit this component along with your final Print Production. For this part you are to investigate and annotate SIX different types of Research. You must look at different time periods and societies. That way it gives you a detailed visual representation of what was socially accepted in that time period and society. You must annotate each piece of your research.

What to include in your annotation for your research section:

- Include where you sourced the image from.
- What code & Conventions were employed to engage the audience.
- What you like about the example.
- From the example what you might include in your final print production.
- Try and use media language where applicable.

2 – Create your Print Production – YOU MUST TAKE THE PHOTO YOURSELF. That way you will consider all the elements you want to represent. Including things like; Location and Setting, Props, Costume, Lighting, Font, Logos etc.

3 – Explanation of your Print Production – You must print and submit this explanation alongside your Print Production.

Once you have completed your print production please submit the following:

- What have you represented?
- How have you constructed your representation?
- What have you omitted and selected?
- What code and conventions have you considered? (The code & convention booklet will help)
- Who is your target audience and how have you engaged them?