

Narrative & Ideology	Media Production Process	Agency & Control
<p>Ideology - A worldview, a system of values, beliefs and attitudes held by an individual, group or society about what is true or important. Ideologies are shared through culture about how society should be run, and the media play a role in disseminating these views and values</p> <p>Neutral Ideology - Those media products where the main purpose is to entertain rather than persuade the audience one way or another</p> <p>Implicit Ideology - Found in media products where the protagonist and antagonist represent conflicting ideologies</p> <p>Explicit Ideology - Exists in media products that are made to persuade the audience to think a certain way</p> <p>Ideology shape media narratives Narratives connect societies values and influences through the process of combining a cause and effect relationship between the text's events and characters - Creators spend time researching current ideologies and social beliefs of society before distribution</p> <p>Gender Roles - how we are expected to act, speak, dress, groom and conduct themselves based on our assigned sex. - Social and cultural theorists argue that the role and status of women in society has been continually evolving, however, women are still defined by their family, males, bodies and sexuality - Men tend to be defined by their jobs, occupations, sports and hobbies as independent, authority figures - Point of view plays a large role in the way people read a text</p> <p>Audience Expectation - Creators of media narratives spend time researching the current ideologies and social beliefs of the society before distribution - Respond to a film in terms of enjoyment or disappointment is often dependent on their expectations. (e.g. marked as a romantic comedy) - Audiences sometimes respond to the text on a personal level based on the experiences they have had. - Another factor affecting audience response in the medium through which the film is experienced. The physical experience of viewing may affect the way in which an audience member receives a film. - Audiences are less likely to engage with slower pace narratives due to advancements in the production of texts</p> <p>Differing audience demographics - less likely to engage with slower pace narratives due to advancements in technologies - decrease in attention span compared to past demographics - evolving technologies and innovative ideas allow producers opportunity for audiences to engage differently through new media platform (social media) - technology becoming a determining factor in the ability to capture an audience's attention and fulfil expectations</p>	<p style="text-align: center;">Development</p> <p>Investigation - to geographically and psychologically understand the audience better through investigation of target audience. Uncover how they engage with a media product relating to the topic of dance and movement - into social media campaigns and the influences such videos had on an audience. - Learnt the techniques of promotion and mimicked the algorithms used by creators - evaluating different camera angles throughout videos and titles and credits</p> <p>Concept Testing - reviewing different examples of promotional videos - evaluating transitions and camera angles - lighting and setting - introduction of text in opening and closure - correlation between music and visual</p> <p>Feedback - evaluation through a survey as to how an audience engage with different colours, transitions in videos relating to the topic - gained feedback from a draft of the production</p> <p style="text-align: center;">Pre-Production</p> <p>Audience - Males and Females aged 12-30 - From Geelong and the surrounding region - Engaged on an online forum - Direct or indirect connection to dance, appreciation for fitness, wellbeing and sense of community - Compelled by artistry of dance and music - Desire to be a part of a positive social environment with those of a similar interest - Those seeking both a professional and empowering social setting - Extends to parents and guardians who facilitate their child's passions of dance - Limited to those of a middle to upper class ranking (income) - However, passions are not restricted by monetary value</p> <p>Audience expectations - of a promotional video</p> <p>Narrative & Genre - Promotional video with elements of photojournalism</p> <p>Colour - accentuates light and shadows where backlit subjects bring attention to the audience - removing colour from an images assists viewers to focus on the subject - black; common association with power, professionalism and strength - white; considered safe and open (known as synonym for new beginnings)</p> <p>Structure - non-linear - selections of footage compiled - under 2 minutes</p>	<p>Agency - Refers to the ability to act and make choices. What a media audience, producer or institution has agency, they feel they can use a medium or platform however they choose to express themselves, the use of media for a specific purpose to communicate a message</p> <p>Control - Refers to the ability to exert power over somebody else's actions or choices. When a media audience, producer or institution has control, they may be able to shape messages or direct how the media is used</p> <p>Active Audiences - Argues that the media audiences do not just receive information passively but are actively involved, often unconsciously, in making sense of the messages within their personal and social contexts</p> <p>Passive Audiences - Argues that an audience merely observes an event rather than actively responding to it. They watch, read and listen to the media without any judgement and accept the information they receive</p> <p>Statistics - As of July 2018, there were approximately 4119 million active internet users - 3 356 million active social media users - Over 2 billion estimated number of social media accounts</p> <p>Communication Theories <i>Hypodermic Needle Theory - 1920's -1940's by Various Theorists</i> - suggests that the media has a direct and powerful influence on audiences - a linear communication theory which suggests that a media message is injected directly into the brain of a passive, homogenous audience. - this theory suggests that media texts are closed and audiences are influenced in the same way - people believe that the mass media can have a powerful effect on people and parents continue to worry about the effect of television and violent video games Examples: <i>Slender Man Stabbing: 2014</i> - 12 year old American girl was stabbed by two classmates as a tribute to the online figure known as 'slender man'. An attempt to impress the character Violent Video Games - Grand Theft Auto, Call of Duty & Halo - 2007 when a 17-year-old boy kills his parents as a result of his interaction with violent video game, Halo. - 2013, an 8 year old boy killed his 90 year old grandmother after playing the violent game Grand Theft Auto, where police and child psychologists believe it was as a result of the game <i>Agenda Setting Function Theory - 1972 - Maxwell McCombs & Donald Shaw</i> - Suggests that the media cannot tell you what to think but it can tell you what to think about. - Through a process of selection, omission and framing, the media focuses public discussion on particular issues.</p>

<p>Life As We Know It (2010) – Greg Berlanti</p> <ul style="list-style-type: none"> - Implicit ideology - Holly Bereson (Katherine Heigl) the owner of a small business. ‘Independent’ ‘educated’ ‘professional and successful’ - Eric Messer (Josh Duhamel), television technical sports director. ‘playboy’ ‘laidback’ ‘boisterous lifestyle’ ‘limited responsibility’ ‘sexual’ ‘bold’ - Two conflicting characters with contrasts in lifestyle - Unconventional family in a 2010 American society, where audiences are accepting of this story arch which once have been rejected from past demographic - interrelated storyline where the life’s of the characters intersect to impact one another as a result of cause and effect - Both represented as playful not responsible and uneducated when it comes to raising children <p><i>Multiple Storylines</i></p> <ul style="list-style-type: none"> - interrelated storylines where the lives of the characters intersect to impact on one another - death of a mutual friends brings their differing lifestyles together where the contrasting storylines meet - characters with differing lifestyles must come together collaboratively <p>The Intern (2015) – Nancy Myers</p> <ul style="list-style-type: none"> - Explicit ideology - Provides audiences with an understanding of women in the workplace in 2015. Women have advanced to become ‘self-governing’ ‘educated’ and ‘successful’ (in her point of view) - Men gaining great diversity in the domestic in contrast to hero characters, now depicted as ‘compassionate’ ‘father figures’ - Jules Ostin (Anne Hathaway) accomplished owner of an online business whose husband (Matt Ostin) takes the domestic role as a stay at home dad - Ben Whittaker (Robert De Niro) Senior online assistant ‘compassionate’ ‘chivalrous’ (motif of the handkerchief - “You should be able to have a career and not have your husband cheat on you” <p><i>Cause and Effect</i></p> <ul style="list-style-type: none"> - Jules faces challenges throughout the development of the narrative in regards to the future of her business and the consequential impacts on her family life. - Matt’s affair in an attempt to gain back a sense of masculinity - The cause of her husband’s affair demonstrated that women are still unable to ‘have it all’ in a modern society (work and home life) <p>Erin Brockovich (2000) – Steven Soderbergh</p> <ul style="list-style-type: none"> - Explicit ideology - Erin Brockovich (Julia Roberts) struggling single mother turned legal clerk and environmental activist despite lack of education and battles with stereotypes - Representing American society in the 90’s where women’s rights were becoming prominent and women were represented in the media based on appearance and sexuality - ‘unorthodox’ ‘sexual’ ‘tacky’ ‘subject to misjudgement’ <p><i>Mis En Scene</i></p> <ul style="list-style-type: none"> - costume and makeup used to signify her character (sets up narrative 	<p style="text-align: center;">Production</p> <p>Camera – Angles (Visual Effects)</p> <ul style="list-style-type: none"> - composition techniques such as rule of thirds and framing - close up shots, wide angles, low angle, eye level and high angle - different angles with display different subjects to visualise a wider range of features - use of panning in some selections of footage to incorporate more in the shot - closer distance to the subject will place more significance on a subject and a greater focus on the audiences eye - softer background with sharper focus on a given subject through the use of the lens <p>Lighting</p> <ul style="list-style-type: none"> - Low key lighting to emphasise shadows and shapes - differing directions of light to enhance different aspects of the subject in the image <p>Feedback</p> <ul style="list-style-type: none"> - <p style="text-align: center;">Post Production</p> <p>Editing</p> <p>Colour Grading</p> <ul style="list-style-type: none"> - images converted to black and white through use of filter - differing settings of white balance have the capacity to enhance subjects more - By adding contrast to the images and lifting shadows enhances richer tones - Adjusting exposure levels to find the correct brightness which compliments and highlights shadows <p>Transitions</p> <ul style="list-style-type: none"> - varying transitions, adjustments in clip length and speed - coordination between audio and visual for maximum audience engagement - Speed ramping to create dynamics. Draws audience’s attention to a specific moment in the video as well as coordination between audio and visual - clip speed length is varied where different snapshots are footage are cut together and compiled in varying patterns <p>Sound (Audio Effects)</p> <ul style="list-style-type: none"> - non-diegetic music to enhance audience overall engagement - increasing tempo and volume of the music as the video progresses to amplify the mood/tone for viewers - convey emotional significance and evoke feelings of empowerment through gripping beats to replicate the intended effects - audio dipping to align with the dynamics of both the audio and visual <p style="text-align: center;">Distribution</p> <p>Evaluation and Feedback</p> <p><i>Before Distribution:</i></p> <ul style="list-style-type: none"> - use of a survey will provide responses from the target audience in regards to areas of improvement - indicate ‘grey’ areas such as slow transitions, structuring of time, 	<p>Example: <i>The Kylie Effect</i></p> <ul style="list-style-type: none"> - found a correlation between media reports of Kylie Minogue’s breast cancer scare and an increase in the number of bookings for breast cancer screening tests. - research found that the number of breast cancer related articles led to a 40% increase in the number of breast cancer screenings during the two weeks of intense media coverage. <p><i>TAC Campaign (Below Zero)</i></p> <p>Reinforcement Theory - 1960 - Joseph Klapper</p> <ul style="list-style-type: none"> - Argued that the mass media does not have the ability to influence audiences “the media are more likely to reinforce than to change” - suggests people’s attitudes by their family, schools, communities and religious institutions - “Communication research strongly indicates that media depictions of crime and violence are not prime moves towards such conduct” but rather reinforces or implement existing tendencies. <p>Example: <i>Columbine Shooters - Perfect Storm of Circumstances</i></p> <ul style="list-style-type: none"> - Shooters were known to play violent video games, listened to Marilyn Mason music and watched film texts such as ‘Natural Born Killers’ - Has been discovered that that Eric and Dylan were let down by their schools and families - ‘Perfect Storm of Circumstances’ <p>The Political Economy Model</p> <ul style="list-style-type: none"> - Holds that the media is simply part of an economic system where political power and control reside in political and economic institutions. Under this model, the media transmits the message these institutions determine. <p>The Effect Model</p> <ul style="list-style-type: none"> - Holds that media forms and content have strong effects on individuals and society. This model sees media forms and texts as powerful agents of change and not always for the better. <p>The Cultural Model</p> <ul style="list-style-type: none"> - Holds that it is culture - which includes the political economy and the media - that explains the individual's relationship with the media. The media serves as the communication space within which cultures and other forces in society can interact. <p>Bobo Doll Experiment</p> <p>Claimed that children who were shown violent behaviour towards an inflatable Bobo Doll work accordingly. Been used to draw links between violent imagery in the media and violent behaviour in the real world.</p> <p>Google</p> <ul style="list-style-type: none"> - Symbolizes the transition from old to new media - Google has the capacity to read all of your data and determine the direction of your search <p>Ethical/Legal Debates</p> <p>Data Brokers</p> <ul style="list-style-type: none"> - companies and marketing firms gathering information on customers and potential customers through their online interaction (name, address, credit cards, phone numbers) - media users are giving more and more personal information without knowing it is being harvested or sold to different agencies. - Julie Brill; “we have lost control of our most personal information”
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<p>possibilities)</p> <ul style="list-style-type: none"> - Erin remains the same through costume and makeup despite her personal growth <p><i>Narrative Possibilities</i></p> <p>Audiences are able to form an expectation of the development of the text from the opening through costume and characterisation</p> <ul style="list-style-type: none"> - Expectations of the resolution are formed during the development based on her hard work ethic and passion that is strengthened by her failures (based on her physical representation as a woman) <p>A Family Man (2016) – Mark Williams</p> <ul style="list-style-type: none"> - Explicit ideology - Dane Jenson (Gerard Butler), head-hunter who works at a recruitment agency ‘working class man’ - traditional reflection of masculinity by past audiences - transition into ‘sensitive’ and ‘compassionate’ due to cause and effect <p><i>Structuring of time:</i></p> <ul style="list-style-type: none"> - temporal frequency - referring back to the setting of Jenson’s workplace to convey the ideology of masculinity - emphasises ‘working class man’ spending hours away from his family to make an income - persuades audiences to believe males are still required to work long hours in order to provide for their families <p>Cause and Effect</p> <ul style="list-style-type: none"> - used to create, spark reactions and provide engagement with target audience - directions that alter and change the plot for audience anticipation - without goals or ambitions from characters, change would not occur <p>Structuring of time</p> <ul style="list-style-type: none"> - Order, duration and frequency of events in media narratives are displayed to audiences through ‘linear’ (chronological) and non-linear (non-chronological) - Made up of temporal order (flashbacks), duration (speed of time) and frequency (number of times the event is shown) <p>Storylines</p> <p><i>Concurrent;</i> Storylines that run parallel to each other <i>Interrelated;</i> Storyline intersects or impact on each other</p> <p>Colour</p> <ul style="list-style-type: none"> - impacts the psychology of an audience - used to convey ideological meaning for an audience - red; passion, yellow; joy, pink; femininity, blue; masculinity <p>Mis En Scene</p> <ul style="list-style-type: none"> - used to signify characters - details into characters background, profession, attitudes, personality and gender roles - changes in costume can represent character development <p>Setting</p> <ul style="list-style-type: none"> - provides answers and understanding to audience (economic, social etc.) <p>Character motivation</p> <ul style="list-style-type: none"> - indication of ideology - protagonist often motivated to restore social values and rights 	<p>interconnection between visual and audio effects and the representation of the intended ideology</p> <p><i>After Distribution:</i></p> <ul style="list-style-type: none"> - accumulated from its distribution platforms (Facebook etc.) - number of likes, shares, views and comments indicate the level of response and how the audience has engaged with the product - can also be sourced from the number of new clients the studio receives and questioning as to how they discovered the studio <p>Product Delivery</p> <ul style="list-style-type: none"> - Online platforms such as Facebook and Instagram (as well as the website) to align with the nature of the media product and gain maximum audience engagement based on the target audience - Young men and women living in modern 21st century where social media is most dominant platform for consumption - Studio displays high social media engagement - Ability to ‘like and share’ will allow further expansion of its distribution to external audiences 	<ul style="list-style-type: none"> - in the US, Axicom has declared it collects 1,500 pieces of information on more than 200 million Americans - Steve Kroft; ‘companies and marketing firms have been gathering information about customers for years’ <p>Body Image</p> <ul style="list-style-type: none"> - The consumption of photo shopped images and editing, has left individuals feeling inadequate - survey by disability charity Scope, of the 1,500 participants, more than half claimed that social media sites make them feel inadequate and half of those 18 to 34 year olds stated it makes them feel unattractive. - 2016 study by researchers at Penn State University suggested that viewing other people’s selfies as a result of social media has lowered self-esteem as users compare themselves to photos of others. - Dr Bromberg stated, “For several decades, there has been extreme pressure on women to be extremely, unhealthily thin,” due the exposure of edited images, where the "images do not look like the women in reality.” Bromberg continues that "social media makes it easy for people to quickly post unhealthily thin images of women to millions of people,” <p>Citizen Journalism</p> <ul style="list-style-type: none"> - reporting of news and events by member of the public using the internet as a means to spread information - “citizens playing an active role in the process of collecting, reporting and analyzing news and information” - Shift in agency and control has allowed wider public with greater access and opportunity to partake in citizen journalism <p><i>Examples</i></p> <p>Positive:</p> <ul style="list-style-type: none"> - Crime Stoppers Australia - Report and capture acts of public discrimination to hold perpetrators accountable <p>Negative</p> <ul style="list-style-type: none"> - lead to fake news - TMZ fake celebrity news (passive audience) - 80% of FB users don’t know if the news they are reading/seeing is correct <p>Fake News</p> <ul style="list-style-type: none"> - type of yellow journalism or propaganda that consists of deliberate misinformation - usually through social media but predominantly through mainstream media - with the intent to mislead or to damage an entity or person to gain financially, politically or socially - increase internet click revenue or readership - TMZ, OK! Magazine <p>Media Regulation</p> <p><i>Why we regulate</i></p> <ul style="list-style-type: none"> - prevent copycat behaviour - protect children - protect adults <p><i>For regulation</i></p> <ul style="list-style-type: none"> - reduce the occurrence of copycat crimes - protect children from content likely to disturb or deemed ‘age
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		<p>inappropriate’</p> <ul style="list-style-type: none">- reduce fake news content and online spam <p><i>Against regulation</i></p> <ul style="list-style-type: none">- Address major health concerns such as suicide.- guidelines binding on 98% of Australian newspapers and magazines urge journalists to only publish after seeking permission from family and friends to reduce occurrence of copycat crimes- limits the discussion of the health issue that should be ‘talked about’ and encourage ‘open discussion’- suicide occurs in Australia at a rate of 8 deaths a day <p>How We Regulate</p> <p>ACMA – Australian Communication and Media Association</p> <ul style="list-style-type: none">- a government body responsible for regulating broadcasting and online content in Australia- monitors the effectiveness of government regulation and provides information, education and support to consumers- responsible for promoting industry self-regulation and monitoring television and radio- monitor online context and implementing anti-spam laws on mobile phones and the internet <p>National Classification Scheme</p> <ul style="list-style-type: none">- Classifying films, video games and publications into categories of G, PG, M, MA15+ and R.- These age recommendations and restrictions aim to protect children from material that is likely to disturb. <p>Code of Conduct on Body Image</p> <ul style="list-style-type: none">- urges the fashion, media and advertising industries to refrain from using Photoshop.
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