

| Narrative and Ideology  | Agency and Control  | Regulation  | Media Production Processes  |
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| <p>CHARACTERISTICS: structure, codes + conventions, genre, style<br/>CONSTRUCTION: media technologies, methods of distribution, exhibiting the narrative</p> <p><b>ERIN BOCKOVICH: 2000, directed by Steven Soderbergh. Protagonist actor is Julia Roberts, Lawyer: Ed Masry, Partner: George</b><br/><b>MEDIA CODE: Mise-En-Scene</b></p> <ul style="list-style-type: none"> <li>- Costume reflects her sexual, tacky style</li> <li>- Lacks in style + sophistication she makes up for in confidence + attitude</li> <li>- Costume barely shifts throughout development + closure</li> <li>- Code employs the audience to fight for her character throughout the film</li> <li>- 90s women’s rights were discusses + women were represented + known in the media for their appearance + sexual attitudes</li> <li>- Director encourages audience to engage with explicit ideology of feminism</li> </ul> <p><b>MEDIA CONVENTION: Character + Story Arcs</b></p> <ul style="list-style-type: none"> <li>- ED MASRY: learns to build trust for the protagonist as she proves to him through high ambition + drive she is valuable. She tests him through various sequences of events to build this trust for her, leaving him to admire + look out for her best interest in which is seen in the final scene.</li> <li>- GEORGE: from the beginning of meeting this character he proves to hold higher qualities his stern exterior allows to believe. He proves to be caring upon his first encounter with Erin, despite not knowing her well. He devotes his time helping Erin + her children so she can work hard, proving his qualities of loyalty. As Erin spends more time at work his character develops to speak out, hoping his work is more acknowledged + he will be given more attention.</li> </ul> <p><b>MEDIA CODE: Setting</b></p> <ul style="list-style-type: none"> <li>- Lives in a low socioeconomic disposition: suggesting she is falling under stereotyped view of a single mother</li> <li>- Setting shows she struggles to provide for her children, lives in a broken down neighbourhood + manages off little possessions</li> <li>- Home is small, along with her backyard: settles as a main positioning to reflect her low financial state + femininity being a downfall</li> <li>- Single mother presents her vulnerable to little support from men: goes against common boundaries where men are usually the ones to provide for the family</li> </ul> | <p><b>AGENCY:</b> refers to the ability to act + make choices. When a media audience, producer or institution has agency, they feel they can use a medium or platform however they choose – express themselves, use the media for a specific purpose, or to communicate a message.</p> <p><b>CONTROL:</b> 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 message or direct how the media is used.</p> <p><b>Tension between agency and control:</b> in many different audience relationships within the media. Many social media platforms sell the illusion of agency to an audience when in fact their use of the system is tightly controlled eg. Snapchat. Media institutions are often fighting for more agency in how they interact with the different regulation systems that attempt to control them.</p> <ol style="list-style-type: none"> <li><b>CASE STUDY: domestic violence causes reveals Spike at State of Origin Time (legal issue + eg of hypodermic + reinforcement theory):</b> NSW Bureau of Crime Statistics + Research from <i>2012 to 2017 indicates a 40.7% av. Increase in domestic violence + 71.8% in non-domestic assaults across state of origin game days. In the 12-hour window from 6pm to 6am on State of Origin game night, women + children in NSW are almost 40% more likely to become victims of domestic violence.</i></li> <li><b>CASE STUDY: fake news (ethical issue + legal):</b> Type of yellow journalism or propaganda that consists of deliberate misinformation hoaxes spread via traditional print + broadcast news media or online social media. This false information is mainly distributed by social media but also mainstream media. Fake news is written + published with the intent to mislead in order to damage an agency, entity or person and/or gain financially or politically; headlines; increased readership, online sharing + internet click revenue. <i>60% of consumers on Facebook are unable to tell if headlines are real or not. 15% admitted deliberately sharing a fake political new story. 11% trust cable news in America.</i></li> <li><b>CASE STUDY: google (media holding agency + control, ethical issue):</b> Has the capacity to read all data + determine the direction of search. Google’s success is based on the complexity of its search algorithm using data to predict what is looked for. The vast majority of what is spoken + typed into Google search bar is recorded + used to our advantage + then sold to gov. + institutions. <i>87% of Australians use Google search engine on a weekly basis</i></li> <li><b>CASE STUDY: Snapchat:</b> Boston University; ‘Snapchat dysmorphia’ involving people asking plastic surgeons to reproduce the “instant fix” they see in their own smartphone – edited selfies: obsessed with perceived defects in their appearance. <i>2017, 55% of surgeons reported seeing patients who requested surgery to look better in selfies.</i></li> <li><b>CASE STUDY: Citizen journalism:</b> Reporting of news + events by members of the public using the internet as a means to spread information. The concept of citizen journalism is based upon public citizens “playing an active role in the process of collecting, reporting, analysing + disseminating news + information”. <i>BBC reports it can receive up to 10,000 pieces of user-generated content on a single day. “ISIS has globalisation to thank for its successes through sophisticated use of modern media [recruitment, propaganda, publicising acts of terror] = recruit Jihadists from over 80 countries</i></li> <li><b>CASE STUDY: Gaming addiction:</b> WHO classified it as a disease keeping teens from school for as long as 2 years. <i>Studies have shown that 90% of adolescents play video games in Australia and 15% show signs of addiction.</i> This results in adolescents battling social anxiety, depression + violent outbursts.</li> </ol> | <p><b>Why we regulate the media</b></p> <ol style="list-style-type: none"> <li><b>Copy Cat behaviour:</b> advertising of food + beverages to children – should not promote an ‘inactive lifestyle’; guidelines relating to the portrayal of suicide which arises from this concern</li> <li><b>Protecting children:</b> classification gives an age recommendation + restriction to protect from material likely to disturb or upset. Restrictions on what is displayed on TV morning + evening</li> <li><b>Protect adults:</b> classification of media text helps to protect adults from material likely to offend</li> </ol> <p><b>For regulation:</b> Reduce violent behaviour through the monitoring of video games + content included. EG. In 2013, an incident occurred in which a young man opened fire t a high school, with note that this man also partakes in video games that act out ‘some dark digital fantasy’. This form of copy cat crime could be identified as a link + therefore if regulation monitors the exposure to violent events, violence could be seen to be further reduced.</p> | <p><b>Development (inspiration, exploring ideas, investigation, materials, concept testing)</b><br/><b>Survey:</b> based on 17 random people aged 16-18 it showcased a series of images reflecting different styles to provide me a basis of taste that would appeal to this age group. Different fonts were given, positioning of angles used in photography, backgrounds of a print, current magazine styles, layout of pages in a magazine</p> <p><b>Pre-Production (audience, intention, style &amp; genre, narrative, location &amp; setting, casting, interviews/script)</b><br/><b>Audience statement:</b> 16-25 (demographic) from areas of medium to lower socioeconomic status within Geelong + surrounding region (geographic). The individuals focused on value on family, friendship, fun, colour, flare + life of minimalism (psychographics). I aim to address individuals that are intrigued by colour, pattern + absurdity whilst not disregarding those who do not take risks<br/><b>Intention:</b> quirky, colourful magazine, exploring the diversity in the community of Geelong: isn’t a broad enough platform for these people. Magazine remind the community money is not always a reminder of success, fortune + happiness. Using creative elements such as a short story and poetry my magazine will be personable but also through interviews non bias and reflective.<br/><b>Genre + style:</b> Style best described as ‘retro’: use of bright colours, font and layout. Steer away from typical form of ‘retro’: taking not the content inspired from this style but more so the elements. Using this style at basis I still intend for it to be an ‘original’ and ‘creative’ style magazine, as the audience cannot anticipate to see a modern day interpretation of a magazine.<br/><b>Narrative:</b> I wish to take my audience on a journey, in which reactions differ depending on prior experiences of the individual consuming my product. The audience could learn a new perspective of society. I intend to tell my audience that life is so easily changeable and we should aim to get to know those of diversity in order to make the most of life experiences. The connection of content to my audiences should be both hidden and clear: articles clear both not necessary images, as they require a degree of interpretation.<br/><b>Location &amp; setting:</b> urban infrastructure, areas of various socio-economic status within Geelong, large spaces</p> |
| <p><b>A FAMILY MAN: 2016, directed by Mark Williams. Protagonist Dane Jensen, boss Ed Blackridge, wife Elise and work competition Lynn Wilson</b><br/><b>MEDIA CONVENTION: story principles: multiple storylines</b></p> <ul style="list-style-type: none"> <li>- Centred around a highly successful + motivate employee: life revolves around closing deals</li> <li>- After his son’s diagnosis the character experiences a major setback, delivered through multiple storylines</li> <li>- Wife feels husband doesn’t spend enough time at home + bonding between husband + son lack</li> <li>- Concurrent + interrelated storyline: parallel to husband as he is so consumed by work however interrelated due to their impact on one another:: hospital visits</li> <li>- Convention shows that the more times they intersect, more differently husband acts upon his family</li> <li>- Audience sees a more gentle side of protagonist appear + reduction in gender stereotypes + how characters can change through multiple storylines</li> </ul> <p><b>MEDIA CONVENTION: cause + effect</b></p> <ul style="list-style-type: none"> <li>- Every action there is a reaction</li> <li>- Gender: main character represented a tough, mentally strong individual, hard worker</li> <li>- Had work above all else; relationship with wife + children</li> <li>- Event of son being diagnosed with cancer made him re-think his priorities: allows him to become more vulnerable + sensitive</li> <li>- Effect of this change in emotion + develop his own business at home to spend more time with family was a result of this hard time</li> <li>- Cause + effect lead to a change in view of gender masculinity is more of a shell + does not define men underneath</li> </ul>   | <p><b>COMMUNICATION THEORY: HYPODERMIC NEEDLE THEORY (1920s-40s)</b><br/>Theory suggests that information travels from the sender to the receiver in a straight-line, considering only one option; audience are passive + what they see they will act out or believe. <b>EG.</b> September 11, 2001: twin tower attacks: received heavy media saturation on event; leading to westerners to fear Muslims. <i>3,000 hours of news footage covering event on 20 channels:</i> increase in anti-muslim sentiments. US used tragedy to create anti-Islamic feeling throughout the world. Therefore, information distributed was used by political leaders to showcase Muslims to be damaging + not trusted. <b>EG 2: ‘Columbine Massacre’ (1999): saw 2 high school students unleash a horrific killing spree towards multiple members of their school cohort.</b> Dark music: ‘Marilyn Manson’, violent video games; ‘Duke Nukem’, and movies; ‘ Natural Born Killers’ were reported to being a correlation which potentially affected these boys decision</p>   | <p><b>Against regulation:</b> ACMA through its managing of online content and broadcasting limits confronting yet highly important issues that are needed to be discussed within the media such as mental health and the subsequent increasing suicide rates (2015: 12.6 per 100,000 Australians a 10-year high). Mental health reform advocate Professor Patrick Ms Gorry noted, ‘it’s great to see the press Council say there is a positive benefit to reporting [suicide]’. As, ‘if you can’t tell the story, you can’t get the message across’. Therefore, through regulation occasionally limiting the word ‘suicide’ from articles + news headlines along with publicizing it only to older age groups it reduces awareness + therefore potential to have mental health discussed more easily + widely accepted.</p>   | <p><b>Production (timeline, visual effects + written elements)</b><br/><b>Equipment: software programs (InDesign, Typekit, Photoshop)</b><br/><b>InDesign:</b> Used to create final production. Cater for the editing skills such as colour, font, size + layout.<br/><b>TypeKit:</b> Import fonts into InDesign to enhance selection<br/><b>Photoshop:</b> Enhance + create photos, designs + editing techniques of cropping, collages, changing colour + texture of images<br/><b>Phone:</b> capture street photography in Geelong</p> <p><b>Post production (editing, layout, mounting/paper stock)</b><br/><b>Editing:</b> layout, font, colour + explanation of application of programs<br/><b>Mounting + paper stock:</b> balsa wood with A3 double sided sheets + magazine with a 220gsm cover and 110gsm pages in matt</p>  |
| <p><b>Explain how ideology can shape media narratives.</b><br/>Media narratives connect societies values + influences through the process of combing a cause + effect relationship between the texts events + characters. Through the audiences engagement + response, media narratives can be understood as to how they were constructed by their creators. When an audience is able to connect with a narrative, they are able to indirectly identify the ideologies of society at that time, as they are being influenced.</p>   | <p><b>AGENDA SETTING FUNCTION THEORY (1972)</b><br/>Theory suggests that the media can’t tell you what to think but it can tell you what to think about. Through selection, omission + framing, media focuses public discussion on particular issues. Evidence supporting this theory shows correlation between the number of news stories + how important people think the issue is. <b>EG.</b> Correlation between media reports of Kylie Minogue’s breast screening texts. <i>Breast cancer articles led to a 40% increase in number of screenings during 2 weeks of media coverage.</i> News stories about health + medicine can lead to dramatic changes in consumer behaviour: health problems related to hormone replacement therapy saw an immediate 58% reduction + prolonged 40% reduction in use of hormone replacement therapy in NSW.</p>  | <p><b>National Classification Scheme:</b> A Classification Board + Classification Review Board make decisions on classification of media forms for sale + hire. (refer to why we regulate media). Classification: G, PG, M15+, MA15+, R + X. If publication is not deemed appropriate by the Classification Board, it is refused classification.</p> <p><b>Code of Conduct on Body Image</b><br/>Introduced in 2009 to help influence the representation of body image, particularly in beauty magazines. Encourages more “body friendly practices” + representation of positive + healthy body images, range of body types, ethnicities + realistic images. In 2010, Youth Minister Kate Ellis announced that companies complying with code would receive a body image tick of approval.</p>   | <p><b>Distribution (product delivery, evaluation &amp; feedback)</b><br/><b>Product delivery:</b> Marketplace transition through social media and in store selling/viewing. Instagram feed could showcase style + individuals in the community + include a link for purchase of magazine. Published copy could be in local businesses both viewing (hairdressers etc) and purchasing (newsagency etc)<br/><b>Audience + expectations:</b> paper stock selection: quality print that can last long + feel luxe. Codes + conventions included: if colour was in intention, this should be seen on each page. Key message: equality in socio-economic status<br/><b>Feedback: Pre-production:</b> survey monkey: ‘drop box’, ‘multiple choice’ + ‘comment box’ ranging from questions<br/><b>After production:</b> show printed production to others to attain feedback eg. Teacher: ‘include pastel pink background’, ‘remove image taken by’, front cover too busy<br/><b>Self-reflection:</b> refer to work + intention: ‘have I created a quirky, colourful magazine’ ‘does it highlight the diversity in Geelong’</p>   |
| <p><b>Neutral:</b> main purpose is to entertain rather than persuade the audience one way or another<br/><b>Implicit:</b> where the protagonist and antagonist represent conflicting ideologies<br/><b>Explicit:</b> exists in media reports that are made to persuade the audience to think a certain way.</p> <p><b>Audience consumption and reception: 1.</b> reception at the time of the text release or later (concepts + ideas formed in media narratives have caused audience’s to engage, consume and read media texts differently. Cause adaption in audience’s feelings towards characters. <b>2.</b> their own emotional engagement (audience’s follow an emotional journey with the narrative as the media creator intends, character development causes emotional engagement to change)</p>   | <p><b>REINFORCEMENT THEORY 1960</b><br/>Argues that the mass media does not have the ability to influence audiences, rather reinforce than change. People’s attitudes, beliefs + behaviour are more likely to be influenced by their family, schools, and communities + religious institutions. Only time the media could influence was with an introduction to a new idea or concept. <b>EG. Columbine Massacre (1999):</b> the media reinforces pre-existing attitudes + beliefs. Both Eric + Dylan were let down by their school + family. Dylan’s other discusses the fact she did not support her son in times of need.</p> <p><b>MODELS OF THINKING</b><br/><b>Political Economy Model:</b> holds that the media is simply apart of an economic system where power + control reside in political + economical institutions. The media transmits the messages these institutions determine.<br/><b>The effects model:</b> media forms + content have strong effects on individuals + society. Sees media forms + texts as powerful agents of change + not always for the better.<br/><b>The cultural model:</b> holds that it is culture, which includes the political economy + media that explains the individual’s relationship with the media. Media serves as the communication space within which cultures + other forces in society can interact.</p> <p><b>Active audience:</b> argues that media audiences do not just received information passively but are actively involved, often unconsciously, in making sense of the message within their person + social contexts.<br/><b>Passive audience:</b> merely observes an event rather than actively responding to it. The watch, read and listen to the media without any judgement and accept the information they receive. As part of this they may act according eg. Hypodermic Needle Theory</p>   | <p><b>ACMA, the Australian Communication + Media Authority:</b> responsible for the management + intersection of telecommunications, broadcasting, radio communications + online content. ACMA describes itself as a ‘converged’ regulator. Supports Aus media + consumers law by working with industry to achieve active self-regulation, whilst ensuring industry compliance with licence conditions, codes of conduct + standards. ACMA monitors effectiveness of gov regulation + provides info, education + support to industry + consumers.</p>   | <p><b>Codes + conventions</b><br/><b>Colour:</b> impact on audience’s mood; bright leads to cheerful, dark colours lead to dullness. I would aim at including blue, orange, red, green, purple. I intend for colour to appeal to an audience and intrigue them to red text<br/><b>Layout:</b> Code places a large emphasis on the overall feel. Layout aims to flow, not be too crowded in terms of images and texts. Non-cluttered and dimensional<br/><b>Font/typography:</b> Use diverse text that isn’t commonly seen; highlighted font bold + edgy. Font can’t be too distracting<br/><b>Photography + images:</b> Photography of Geelong’s man-made environments. Using both coloured photography but also adjusted through Photoshop. Black and white photography projects the emotion of stillness<br/><b>Composition:</b> Structured scattered but also dimensional. I plan to employ this code in conjunction with others including – colour, layout and font/typography – ensuring all elements work together<br/><b>Paper stock:</b> Physical feel to be rustic so therefore matt cover along with smooth pages. Ensuring the paper stock is diverse will hopefully change audience’s view + veer away from commercial<br/><b>Setting:</b> setting displays social + economic status but also culture + type of people I want to portray</p>  |