



INTRODUCTION

Component 2 – Section C: Media In The Online Age
ZOELLA & ATTITUDE



STARTER ACTIVITY



ON PAPER:

Discuss on your tables the pros and cons of online media content

Discuss and Feedback

DATE AND TITLE ALL WRITTEN WORK

FOCUS: **ONLINE**

COMPONENT

- ▶ COMPONENT 1: MEDIA PRODUCTS, INDUSTRIES AND AUDIENCE (SECTION A)
- ▶ COMPONENT 1: MEDIA PRODUCTS, INDUSTRIES AND AUDIENCE (SECTION B)
- ▶ **COMPONENT 2: MEDIA FORMS AND PRODUCTS IN DEPTH**
- ▶ COMPONENT 3: CROSS-MEDIA PRODUCTION

CONCEPT

- ▶ **MEDIA LANGUAGE**
- ▶ **REPRESENTATION**
- ▶ **AUDIENCE**
- ▶ **MEDIA INDUSTRIES**

THEORISTS

- ▶ **ROLAND BARTHES – SEMIOTICS**
- ▶ STEVE NEALE – *GENRE*
- ▶ TODOROV – *NARRATOLOGY*
- ▶ **BAUDRILLARD – POSTMODERNISM**
- ▶ **LEVI-STRAUSS – STRUCTURALISM**
- ▶ GILROY – *POSTCOLONIAL*
- ▶ BELL HOOKS – *FEMINISM*
- ▶ VAN ZOOENEN – *FEMINISM*
- ▶ **BUTLER – GENDER PERFORMATIVITY**
- ▶ **GAUNTLETT – IDENTITY**
- ▶ **HALL – REPRESENTATION**
- ▶ **GERBNER – CULTIVATION**
- ▶ **SHIRKY – END OF AUDIENCE**
- ▶ **JENKINS – FANDOM**
- ▶ BANDURA – *MEDIA EFFECTS*
- ▶ HALL – *RECEPTION*
- ▶ **LIVINGSTONE/LUNT – REGULATION**
- ▶ CURRAN/SEATON – *POWER INDUSTRIES*
- ▶ **HESMONDHALGH – CULTURAL INDUSTRIES**



Eduqas (WJEC) GCE A-Level Media Studies

THEORY MAPPING

	THEORY/THEORETICAL APPROACH	COMPONENT 1 FORMS	COMPONENT 2 FORMS/PRODUCTS
M D I A L L A N G U A G E	Semiotics, including Roland Barthes	Advertising and marketing Music video Newspapers	Magazines (both products) Online (both products)
	Genre theory, including Steve Neale		Television (both products)
	Structuralism, including Claude Levi-Strauss	Advertising and marketing Music video Newspapers	Television (both products) Magazines (both products) Online (both products)
	Narratology, including Tzvetan Todorov		Television (both products)
	Postmodernism, including Jean Baudrillard		Television (<i>Humans</i>) Online (both products)
R E P R E S E N T A T I O N	Theories of representation, including Stuart Hall	Advertising and marketing Music video Newspapers	Television (both products) Online (both products)
	Theories of identity, including David Gauntlett	Advertising and marketing Music video	Magazines (both products) Online (both products)
	Feminist theory, including Liesbet van Zoonen	Advertising and marketing Music video	Television (both products) Magazines (both products)
	Feminist theory, including Bell Hooks	Advertising and marketing Music video	Television (both products) Magazines (both products)
	Theories on ethnicity/postcolonial theory, including Paul Gilroy	Advertising and marketing Music video	Online (<i>Attitude</i>)
	Theories of gender performativity, including Judith Butler		Television (<i>Humans</i>) Online (<i>Zoella</i>)
I N D U S T R Y	Power and media industries, including Curran and Seaton	Film Newspapers Radio + Video Games	Magazines (both products)
	Regulation, including Livingstone and Lunt	Film Newspapers Radio + Video Games	Television (both products) Magazines (both products) Online (both products)
	Cultural industries, including David Hesmondhalgh	Film Newspapers Video Games	Television (both products) Online (both products)
C U L T U R E	Media effects, including Albert Bandura	Video Games	
	Cultivation theory, including George Gerbner	Advertising Newspapers	Magazines (both products) Online (both products)
	Reception theory, including Stuart Hall	Advertising Newspapers Radio + Video Games	Television (both products) Magazines (both products)
	Fandom, including Henry Jenkins	Radio Video Games	Television (<i>Humans</i>) Online (<i>Zoella</i>)
	'End of audience' theories, including Clay Shirky	Newspapers Radio Video Games	Online (both products)

SECTION C – MEDIA IN THE ONLINE AGE

Answer one question in this section. Each question is in two parts.

Either,

Option 1: *Alfie Deyes/PointlessBlog* and *DesiMag*

7. (a) Explain Judith Butler's theory of gender performativity. Use *Alfie Deyes/PointlessBlog* to support your response. [15]

(b) Explore how *DesiMag* targets and attracts a specialised audience. [15]

Or,

Option 2: *Zoe Sugg/Zoella* and *Attitude*

8. (a) Explain Judith Butler's theory of gender performativity. Use *Zoe Sugg/Zoella* to support your response. [15]

(b) Explore how the *Attitude* website targets and attracts a specialised audience. [15]

TASK

INTRODUCTION TO ONLINE MEDIA

What Vloggers do you recognise?
Do you follow any Vloggers?
What is their appeal to audiences?

DISCUSS

1. What responsibilities do you think Vloggers have?
2. Should there be regulation on YouTube content?
3. What are the potential problems with this?



RISE OF THE SUPERSTAR VLOGGERS

- Rise of The Superstar Vloggers is a documentary made by Jim Chapman, a superstar vlogger with a quarter of a billion views of his YouTube channel
- Jim takes us behind the scenes with some of the biggest vloggers on the planet to find out what makes vlogging so popular, and where its future lies.

In watching the Documentary, answer the following questions:

1. What does the documentary say about the way vlogging has changed since YouTube first started?
2. How did the inclusion of adverts on YouTube Channels change Vlogging?
3. What are the secret ingredients needed to be a successful Vlogger?
4. Is there any evidence that suggests that Alfie Deyes and Zoe Sugg are part of a celebrity culture?
5. What does Alfie Deyes say about his own celebrity status – has it changed him?

Additional Questions: What has vlogging revolutionised? - What is there a tendency to do? - What has vlogging given birth' to? - What does this mean for old media establishments? - What does the video say about the fan bases of some vloggers? - Who do some influential vloggers have connections with? - What sort of phenomenon is it? - What does vlogger Jim Chapman have to say about the 'social' aspect of vlogging? - What does Dr Ellen Helsper have to say about telling stories? - When was YouTube launched? With what sort of technology? - When did YouTube introduce adverts on its site? What do these provide for some vloggers? - What does YouTube have the ability to do for some vloggers?



MEDIA IN THE ONLINE AGE

TASK

Research the first of two online case studies for Component 2 Section C: 'Media in the Online Age' **Zoella/Zoe Sugg**

Consider:

Genre + Style + Target Audience + Conventions + Content + Star Power + Context + Representation + Language + Industry

You have 30 minutes



LINKS:

Old: https://web.archive.org/web/*/zoella

New: www.Zoella.co.uk

TASK

INTRODUCTION TO ONLINE MEDIA

Like all magazines, online or otherwise, Attitude produces a MEDIA KIT. This is a marketing tool used to share the details and statistics of brand and reach

Access Attitude's media kit here:

<http://online.fliphtml5.com/hjiw/etga/>

What contextual information can we learn about Attitude's...
Ideology?
Brand?
Audience?
Online Reach?



THE GREAT MAGAZINES

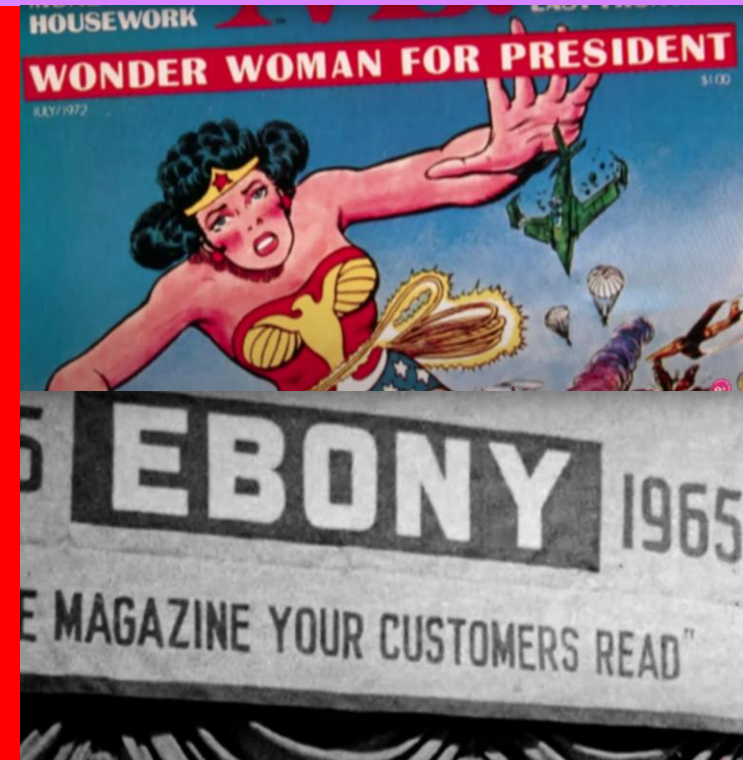
- **Inside the Great Magazines Part 2: Igniting Social Change — Documentary**

- *While magazines reflect human values, they also have the power to change them. This episode examines the trailblazers: from Playboy's impact on the sexual revolution, to Ms. Magazine as a rallying cry for feminism, to the Advocate, a revolutionary magazine fighting for sexual and civil rights. Magazines find ways to challenge us with ideas that have the power to shape the political and social landscape.*

In watching the Documentary, answer the following questions:

1. How powerful are magazines to influence change?
2. What does the future hold for magazines?
3. How have magazines become a voice for the underrepresented and oppressed?
4. Is there any evidence that magazines form part of a celebrity culture?

<https://www.youtube.com/watch?v=sadora0h08k>



MEDIA IN THE ONLINE AGE



TASK

Research the second of two online case studies for Component 2 Section C: 'Media in the Online Age' Attitude Magazine/Online

Consider:

Genre + Style + Target Audience + Conventions + Content + Star Power + Context + Representation + Language + Industry

You have 30 minutes



LINKS:

Old: https://web.archive.org/web/*/attitude

New: www.attitude.co.uk



Silence
is golden

5 MIN PLENARY TASK

Briefly analyse an online piece of media of your choice, in relation to what you have looked at in this lesson.

REMEMBER! ON YOUR OWN & IN SILENCE

TAKE NOTE OF ANY HOMEWORK/PREP WORK