

Research and Planning Coursework- Knowledge organiser

Research (10 marks)

1. **Logo research:** Four logos with an explanation of how they attract the audience and a specific demographic, using font, colour palette and signifiers.
2. **Website denotation and connotation:** A chosen website with a minimum of 15 features denotated and connotated explaining the parts of a website and how they attract the audience. To include Uses and Gratifications theory or Dyer's star theory.
3. **Game sleeve denotation and connotation:** A chosen game sleeve with a minimum of 10 features denotated and connotated, explaining how the genre is shown, how people (if any) are represented, how organisations are shown, and how the audience and a specific demographic is attracted.
4. **Market research on computer games:** One side of information, showing the top selling games with analysis as to why they are popular. To include one graph. This must include the address of the website where the information came from.
(<http://ukie.org.uk/research>)

Planning (10 marks)

1. Logo design for a games company: this must be an original design and cannot be copied off the internet. It can be made in Photoshop, Word or Serif. Copy into a Word document and include one paragraph of explanation as to how it will attract the appropriate audience.
2. Website design: on A3 paper design a website for a computer games company promoting a new game. You can use images from the internet but the new game must be an original idea. Denotate and connotate explaining how your website is appropriate for the genre, representation, how it will attract the audience and the conventions of genre of websites.
3. Design a game sleeve for a new computer game: Denotate and connotate explaining how your game sleeve is appropriate for the genre, representation, how it will attract the audience and the conventions of genre of game sleeves.

Website Production Coursework- Knowledge organiser

(50 marks) This is 25% of the total GCSE.

Two page website linked with working navigation bar.

Topic – computer games company website with linked page featuring a soon to be released game.

Website to include:

Company logo

Banner

www address

Navigation bar

A variety of games images (can be sourced from the internet) creating a definite genre for the site. Headlines and text to “anchor” image

Sign in/Log in boxes

Hyper links to other sites, such as: fan sites, for example, Warhammer

Social networking links – Facebook, Twitter, Instagram, Flickr

News feature from the company, for example, “Our BAFTA win”, “Employee of the month”, “Winner of photography competition”

A specific colour palette (three main colours)

A company font appropriate to genre, for example, Gothic font for horror genre

PEGI rating

Convergence with other organisations, such as Apple or PlayStation

Twitter feed

Use of convergent media with possible links to print or broadcasting platforms, such as advertising. “See our latest TV ad”. This could also link to Youtube.

Viral advertising “Easter Egg hunts”

Countdown to release of new game

Original work (this means made by you, not taken off the internet) possibly this could be the game sleeve.

Photos taken by you of “fans”

Competition winners.

Advert for young designers and programmers BAFTA

Use of celebrities appearing in games (i.e. Sigourney Weaver was signed to do the voice of Ripley in Alien Isolation)

The linked page is to consist of some of the above with a prominent feature on the soon to be released game.

Exam topic - Representation in TV news- Knowledge organiser



Comparison of representation in TV news (accessed through websites)

Topical features: politicians, celebrities, terrorism, business, sport, any other news story that breaks.

Introduction to Galtung and Ruge. Analysis of “score” of chosen news stories. How are people represented in those stories (politics, celebrity, human interest, sports people).

Code of gesture, code of expression, code of dress. Technical codes, such as camera angles showing different representations. Use of body doubles for royalty to show negative representation.

Queen’s 90th birthday. Positive or negative representation? Political spin. Who considers them to be newsworthy? What increases a newspaper’s circulation?

Which stories continue to roll and keep a circulation up? Example, Maddie McCann.

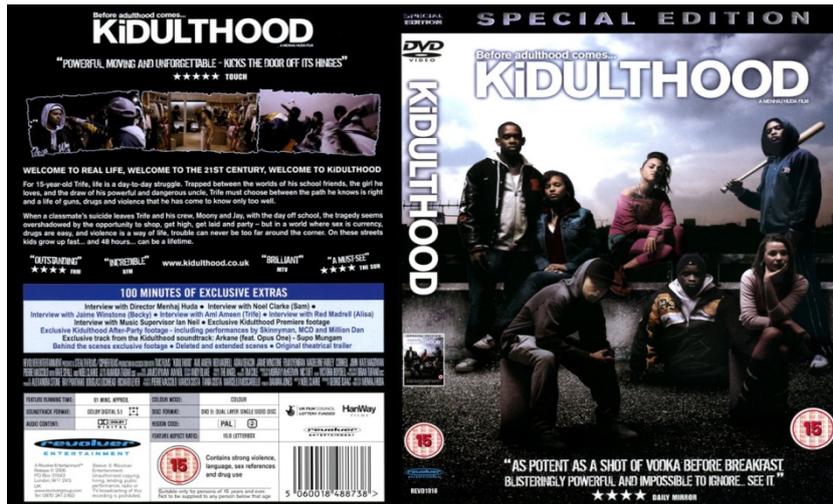
Revision of Richard Dyer’s star theory. Do we expect to see certain people in certain roles. Do sports people become celebrities. Newsreaders taking part in entertainment programmes, such as Strictly Come Dancing or Master Chef.

Representation of terrorists – ISIS specifically compared to Muslims in general. How are Muslims in Britain represented?

Business news – who is it important to? Revise Uses and Gratifications theory. Who relates to Business news?

TV scheduling – Business/money programmes on morning and evening. Jeremy Kyle middle of day. Representation of audience categorisation.

Textual analysis 1 – Kidulthood 750 – 850 word essay (20 marks) - Knowledge organiser



Comparison of Kidulthood DVD sleeve with two further DVD sleeves to ascertain whether the genre (teen drama) is represented in a conventional way:

Genre of teen drama – evident by gang of teenagers, rebelliousness, code of dress, code of gesture, code of expression, mise-en-scene

Representation of hero and villain Propp's character functions. Hero in the light, villain in the dark Levi Strauss' binary opposites theory. **Organisations:** BBFC, studio

Audience – teenage audience relate to teenage characters, Uses and Gratifications theory, use of specific words in quotation, rebelliousness of teenagers indicated.

Narrative: Reading from left to right, analysis of title, small "i", name of director, mise-en-scene, quotation from print media platform.

One brief paragraph comparing Kidulthood with two other front covers of the same genre.

Analysis of spine

Name, mise-en-scene and BBFC rating all repeated for ease of use.

Analysis of back cover

Genre indicated through still images from the film. "Torn" edges indicates rough life. Blurb gives indication of genre. **Representation** of teenagers and teenage life through still images.

Organisations – promotion across media platforms, attract audience, convergence, inter-textuality. Star ratings. Production companies, sound, packaging and distribution companies, studio, lottery funding, etc. All gives an idea of who made the film and high/low budget and production values. Name of director minimal indicating directorial debut.

Audience – teenagers attracted by genre and representation, more serious film watchers by organisations. **Narrative** – Reading from left to right, starts with quotation and multitude of endorsements, followed by blurb and still shots, strapline and finally organisations.

One brief paragraph comparing Kidulthood with two other back covers of the same genre.

Textual analysis 2 – Animated Adverts- Knowledge organiser

750 – 850 word written essay (20 marks)



How conventional is the narrative of the John Lewis advert when compared with a further two animated adverts?

One main advert to be analysed, John Lewis The Bear and the Hare. Analysis to include main characters, Propp's character functions, the order of the narrative; equilibrium, disruption, quest, new equilibrium, Todorov's narrative structure.

Audience appeal; use of anthropomorphism, music/song, use of celebrity, intertextuality, emotional appeal through slogan "give someone a Christmas they will never forget". Uses and Gratifications theory. Dyer's star theory with use of celebrity, for example, why is it funny when Arnold Schwarzenegger is run over by a golf buggy drive by a meerkat?

Two further adverts used for comparison purposes only:

Do they all use Todorov's structure?

Do they all use anthropomorphism?

Do they all include a soundtrack?

Do they all use a celebrity?

Do they all show the product?

Do they all use a character that is already known to the audience?

Do they all use a slogan?

A final paragraph summing up whether the first advert is conventional or not.

Exam topic – Radio news- Knowledge organiser

Radio news: National news and local news. Convergent media using websites linked to radio stations. Public service broadcasting. Other news stations such as, Al Jazeera and Catholic World News. Ideological viewpoints.

Analysis of scripts – who is the audience? Use BBC example scripts. Media theories, such as Uses and Gratifications theory to attract the audience. Choice of specific words in headlines.

Bias in the News.

The main ways in which to influence a news story are;

- Selection/omission
- Placement
- Headline
- Names & Titles (ie how you describe a person)
- Statistics
- Use of source
- Tone, or mode of address

Writing scripts for specific audience. Factual news reports but including quotations and interviews. Link to U&G theory.

Recording scripts – importance of speaking at correct speed so news broadcasts finish at exact moment. Attracting the audience.

Applying running order to news stories. Use Galtung and Ruge to decide running order.

Creating running order

Range of topics given on which to interview staff. Personal interest stories. EPA news. Interview 4 members of staff and/or student council. – create a running order and news bulletin.

Marketing and promotion within radio. The Beach sponsorship.

RAJAR Radio Joint Audience Research

FAIR Fairness and Accuracy in Reporting

Exam topic – News theories- Knowledge organiser

News theories:

Galtung and Ruge – who decides what is news? G&R points system.

Uses and Gratifications theory – getting audiences to personally relate, identify with, enjoy through escapism or use for news surveillance to improve circulation.

Dyer's star theory – who decides who is a celebrity? Do sports people become celebrities? Why do Royalty take so much newspaper space? Do audiences relate to them? Do audiences expect to see certain people in certain roles. Newsreaders taking part in entertainment programmes, such as Strictly Come Dancing or Master Chef.

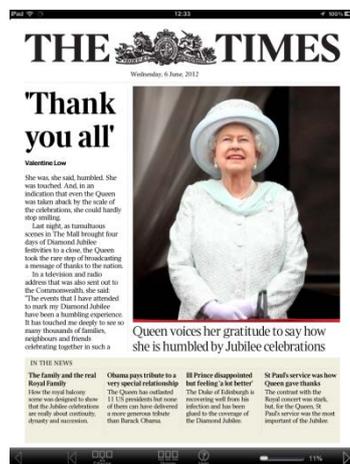
Analysis of types of news, eg: headlines, stockmarket, sport

Political bias – Vote Leave – Vote Remain. Nelson Mandela – terrorist or hero? Political spin. Who considers them to be newsworthy? What increases a newspaper's circulation?

Representation of Muslims – ISIS specifically compared to Muslims in general. How are Muslims in Britain represented?

Human interest stories - Which stories continue to roll and keep a circulation up? Example, Maddie McCann.

Analysis of which type of "news" gets the most coverage per type of newspaper; tabloid or broadsheet?



Queen's 90th birthday.

Positive or negative representation? Prince Harry, more evidence for negative representation. Little print media coverage of Invictus games.