English - Year 9 - Autumn 1—Media and Film: Black Panther

Overview of topic: This topic serves as an introduction to analysis of a media product; Black Panther. In this Scheme of Work we will explore the language specific to the media and film, in addition to some of the socio-historic factors that influenced the creation of the movie and its reception in popular culture.

Key Contents / ideas / concepts	Keywords / Glossary
Audience Media products are aimed at a range of different audiences. For example, **small specialised audiences** allow producers to target a very specific group to try to guarantee an audience for the product e.g. a specialist magazine might target people with an interest in gardening or heavy metal. Alternatively, large, mass audiences allow producers to reach more people and possibly make more profit. These products might include popular or 'universal' themes/ideas, or include representations of different social groups to appeal to a wide range of people. Media products often explore topics of current interest and importance e.g. social or political issues. E.g. Brexit, Black Lives Matter etc. Blumler and Katz argue in their Uses and Gratification Theory that: audiences select media products based on a desire to fulfil a particular need: Information-to find out about the world,; Entertainment: pleasure/ escapism; Personal Identity– they can relate to the characters/issues in the product; and Social Interaction– the pleasure of discussing an item with others. **Representation** Media products often feature representations of powerful social groups (who have traditionally controlled the media). Certain groups (e.g. minority ethnic or LGBTQ people) may be absent or under/misrepresented (stereotyped). The choices about how to represent a social group will communicate a point of view e.g. Elle Woods in Legally Blonde is used to subvert the stereotypes of a stupid blonde woman. It can also convey values and beliefs e.g. about diversity, human rights etc. **Media Language** Is the language used to accurately express our interpretations of the media products we interact with. It allows us to convey ideas about specific elements of the product with accurate terminology, which in turn enables others to accurately infer our meaning. Media language goes as far as the terminology we apply to different genre of media product (crime drama or sitcom) and the names we apply to different character types e.g. hero, villain, princess etc.)	Superhero– a good character with superhuman qualities e.g. Superman Comic- a magazine that presents a serialized story in the form of a comic strip, typically featuring the adventures of a superhero Media text– any media product being examined e.g. film, television series, advertisement Intertextuality- the relationship between texts, especially literary ones. Audience– a group of people who receive the media text (the people watching the film) Mass Audience– large group of people, not individualised Target Audience—the specific group of people that a media product (film/tv– show etc) is aimed at. Narrative– the story being told Genre– a type of media text Codes/conventions– are the accepted and repeated ideas, characters, settings etc. That are associated and carry meaning for a particular genre. Representation—the way In which people, issues and events are depicted in the media. Shot—a series of frames (the camera rolling uninterrupted) Director– the person who determines the creative/artistic vision of a project. They make all of the creative decisions about how a film is put together. Producer– The person who oversees the planning and co-ordination of the film. Colonialism— the practice of acquiring political control over another country, occupying it with settlers, and exploiting it economically. Eurocentric- focusing on European culture or history to the exclusion of a wider view of the world; implicitly regarding European culture as pre-eminent (most important). Afrocentric- focusing on African/Black culture or history to the exclusion of a wider view of the world; implicitly regarding African culture as pre-eminent (most-important). Stereotype– an exaggerated, oversimplified representation, reducing a social group to a set of common characteristics e.g. grumpy old people. Marginalised– to treat a person or a group as insignificant. Feminist– supporting equal rights for women (society was traditionally male dominated but there has been a move toward equality since the 1960s) Denotation– actual/literal meaning e.g. a candle Connotation– deeper/ associated meanings e.g. a candle might connote hope or remembrance or have religious connotations Diegetic sound– sound that comes from the story e.g. dialogue from characters, the sound of on-screen objects or music being played in the story itself. Nondiegetic sound—sound that does not originate from the story. Usually from the soundtrack.

English - Year 8 - Autumn 2—Language of the Media

Self-Quiz Questions—Bronze	Self-Quiz Questions—Silver	Challenge Questions—Gold
1. What is a comic?	1. Outline the differences between Mass audience and Target Audience.	1. Why is the use of colour important in a film. Consider the definition of connotation to assist with this question.
2. Define the term feminist?	2. Outline the differences between a producer and a director.	2. What is the significance of the title 'Black Panther'? Think about the connotations of each word separately and then together.
3. Define the term colonialism?	3. What are some of the connotations of the word 'black' ?	3.What type of audience do you think 'Black Panther' is aimed at? Explain your answer
4. What is a media text?	4. What are some of the connotations of the word 'panther'?	4. How does the concept of intertextuality link to the film 'Black Panther'?
5. What is media representation?	5. Give two examples of diegetic sound.	5. why is media representation important for marginalised groups?
6. What does it mean to stereotype?	6. Give two examples of a media text.	6. Why might a producer of a film target a specialised audience instead of a mass audience?
7. What text has influenced the film 'Black Panther'?	7. What theory did Blumler and Katz create?	7. Do you think Black Panther is aimed at a mass or specialised audience ? Explain your reasoning.
8. What is a narrative?	8. Who created the Theory of Uses and Gratifications and what does it suggest?	8. Which of the Uses and Gratifications theories does Black Panther meet? Explain your reasoning. It is possible it meets more than one.
9. Name two groups that have been under-represented in the media.	9. What conventions would we expect in a superhero movie?	9. Explain the possible relationship between marginalisation and stereotypes.
10. Define the term genre.	10. Crime, sitcom, fantasy, horror are all examples of what?	10. Black Panther challenges the representation of certain groups. Which groups are they and how does their represen-
TOTAL SCORE: /10	TOTAL SCORE: /10	TOTAL SCORE: /10