MEDIA STUDIES

The study of media includes media forms such as the press, radio, film, television and photography. It also investigates media processes such as publishing, broadcasting, advertising, news and current affairs production, popular music, popular culture, information dissemination and retrieval via existing and new technologies and multimedia.

Media 1
The emphasis is on developing an understanding of the relationship between the media, technology and the representations presented in media forms. It also includes the development of practical and analytical skills and an understanding of the contribution of codes and conventions to the creation of meaning in media productions.

Areas of Study
1. Representation
   The media represent reality to audiences through the essential elements of selection, construction and representation. Each media form and process constructs an image or representation of an event, idea or story and represents it in a way which is different from the audience's direct experience of reality.

2. Technology
   The relationship between the media and technology is complex. Technological innovations have ushered in new forms of media (for example, television and radio) and profoundly changed the nature of specific media practices (for example, newspaper production, distribution and access). Moreover, in each medium every stage in the process from pre-production through to reception is continually subject to technological innovation which ultimately changes the nature of the form itself; for example, video recorders in the presentation of film and television, word processors in the production of newspapers, the use of electronics in photography and digital imaging.

Outcomes
For this unit students are required to demonstrate achievement of three outcomes.
Outcome 1
Collect and analyse examples of representation of for example gender, age, ethnicity and socioeconomic status.
Outcome 2
Plan and construction representations of the same idea, concept or group in two or more different media forms and compare the representations produced.
Outcome 3
Research and evaluate the creative and cultural implications of the new media technologies.

Media 2
The emphasis is on the development of practical skills through undertaking assigned roles in the production stages and roles within the collaborative organization of media production. The contexts within which Australian media production takes place are also analyzed.

Assessment tasks
A video sequence or photography or print layouts or multimedia sequences or presentations, posters, tests, written reports, oral reports and an examination.

Outcome 1
Write a script or story board for a one minute video production
Outcome 2
Investigate a range of specialist roles within the media industry.
Outcome 3
Visit a commercial and a non-commercial media organization to research the differences in organization and approach.
Media 3- 4 The emphasis is on the development of an understanding of production and story elements and the recognition of the role and significance of narrative organization in fictional media texts. Practical skills are developed through the designing of media productions and undertaking exercises relating to aspects of the design process. It also includes the study of the role of social values in the construction of media texts and critically analyze issues raised about the role and influence of the media.

Outcomes Unit 3
Outcome 1
Examine the relationship between the opening and closing sequences in a narrative.
Outcome 2
Prepare a storyboard, script or plan a production which demonstrates a simple idea or task, for example ‘autumn’ or ‘opening a present’. The task should have a clearly defined audience.
Outcome 3
Prepare a media production design plan incorporating specifications appropriate for the chosen media product.

Outcomes Unit 4
Outcome 1
Prepare a media product for an identified audience from the media production design plan prepared from unit 3 work.
Outcome 2
Discuss the relationship between social values, audiences and the construction of media texts.
Outcome 3
Discuss notions of media influence and analyse the issues about the nature and extent of media influence.