

# Year 10 GCSE Media Studies Term One Knowledge Organisers





# Context

- Roger Moore previously starred as The Saint- culturally a well known British actor
- Narrative linked to Oil embargo 1973 (East vs West) Nuclear energy created in Asia
- Includes iconography from Asia, typical for James Bond film to include exotic locations
- Martial arts genre popular so it's included to retain the franchise relevance
- Patriarchal values- men/suits/power- women/ bikinis powerless-
- "Karate Women" show roles were developing for women in Hollywood
- 007 franchise still popular- based on Ian Fleming's book



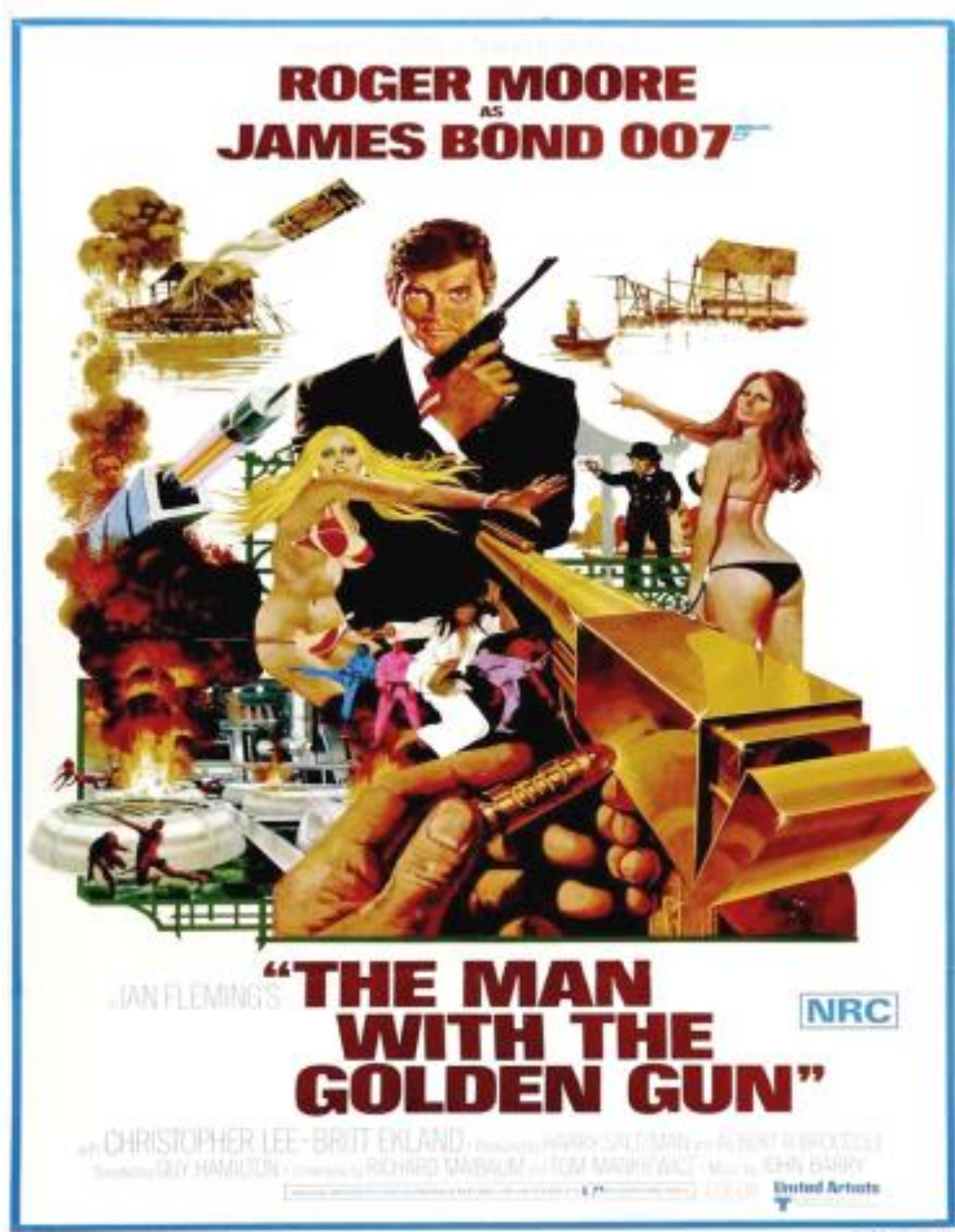
# Media Language

- Direct address and confident gesture code connotes Bond's professionalism
- The iconography of huts and boats connotes that the narrative is in Asia
- The P.O.V hides the identity of the villain creating an enigma for the audience
- The explosions and weapons connote this as an action genre film
- Orange, gold and black colour palette connotes wealth, fire and masculinity
- Bond is centrally framed connoting that all the action revolves around him
- Roger Moore's name is positioned at the top to draw in fans of his
- The collage design is typical of an action genre film connoting there will be lots of excitement



# Representation

- Men represented as stereotypically powerful, violent- suits, guns. Bond the "Hero"
- Men are represented as stereotypically competitive James Bond vs MWTGG
- Hegemonic masculinity reflects patriarchal values of the time
- Women stereotypical beauty standards, slim, long hair objectified and represented as love interests
- Woman in black bikini stereotypical Femme Fatale using her sexuality to lure Bond into danger
- Martial Arts women subvert stereotypes showing gradual change in roles for women in film





# Context

- Daniel Craig's fifth and final appearance as Bond. Released on 30th September 2021
- Released significantly delayed from April 2020 due to COVID-19
- Produced by EON productions (Everything or Nothing) distributed by Universal Pictures
- Film's budget was estimated \$250-301 million. Most expensive Bond film to date. Made over £774 million
- Poster designed by Empire Designs, a British promotion agency
- The first teaser poster released on James Bond Day, 5th October 2019 as part of a campaign
- Typographical logo of the film title, No Time to Die, is Futura Black. Bond logo inter textual link to franchise



COVID-19  
CORONAVIRUS

EON Productions  
007



# Media Language

- Dominant image is a mid shot Bond Hero/protagonist. 007 logo aged blue to reflect an older Bond
- Reinforced action shots on bike and car connoting a hero on a quest, typical of a Bond narrative
- Iconography such as guns connote action. Bond holds gun casually connoting confidence
- Nomi's costume connotes military 00 agent. Calm expression connotes control
- Paloma's glamorous costume connotes Femme Fatale "Bond Girl". Blue tone connotes sophistication
- Safin and Q in direct address common convention. Names of actors not prominent to highlight the visuals
- Gold 007 ident connotes luxury. The title of the film foreshadows significant deaths in the narrative



# Representation

- James Bond, action hero embodies historical stereotypes of masculinity/ strength/skill/independence
- Representation of gender has evolved to reflect change in society e.g. more power female roles
- Craig's Bond not as sexist, but older, more thoughtful and somewhat vulnerable.
- Representation of race and ethnicity shifted over decades. George Floyd campaign to stop racism 2020
- More ethnically diverse cast prompted by #oscarsowhite and boycotting of 2016 Oscars
- Nomi and Swann stereotypical Bond girls but show a less sexualised more confident version of women
- Nomi's military costume and role suggests that she is more integral to the plot than a typical Bond Girl

007



Kettlethorpe  
HIGH SCHOOL

Media Studies  
Film poster No Time to Die (2021)



## Context

- This Girl Can is a national campaign developed by Sports England and funded by The National Lottery
- Research showed gender gap in sports participation. Less 14-40 year old women were taking part in sports
- 13 million women said they would like to participate in sports, but felt they felt judged for their bodies
- Just over 6 million women were not active at all. "This Girl Can" campaign aimed to address this
- Soon after Nike launched its own motivation campaign "Better for it"
- The campaign was a success with 1.6 million women starting to exercise after seeing the adverts
- The campaign celebrates "active women" it's not about how well you do, it's that you are doing it



## Media Language

- Central, striking mid-shot of a woman in her thirties exercising- she is the "hero"
- Lack of celebrity targets "ordinary women". The woman seems familiar
- The woman has her hair scraped into a ponytail and is sweating to connote she's lost in the moment
- Her indirect address and carefree gesture code connotes she doesn't care who is watching
- The mantra "Sweating like a pig, feeling like a fox" is used, taking ownership of the insult "pig"
- Campaign Logo, "This Girl Can" positive statement, taking ownership of the word "girl"
- #thisgirlcan connects readers to the social media campaign to being together like-minded people



## Representation

- Challenges dominant ideology of women not being good at sport e.g. "throws like a girl"
- Represents women as being positive in sport, independent and happy- she is happy and carefree
- Producers seek to subvert stereotypes of dominance of men in sport by give a raw feel to the image
- She is an aspirational role model who women can relate to when considering participating in sports
- "Girl" is used as a catch-all for all women to bring them together as a campaign
- Subverts stereotypes of women not being kind to each other, as see dances with other women
- Selective focus is used to highlight her role as the "hero"



GIRL



Kettlethorpe  
HIGH SCHOOL

Media Studies  
Print adverts This Girl Can (2015)



# Context

- Quality Street tin made by Mackintosh. Originally created 1936, inspired by JM Barrie play
- 1930s only wealthy could afford chocolate. 1950s post war Mackintosh aimed chocolate for all
- Quality Street Brand mascots Major Quality and Miss Sweetly from Regency Era (1811-1837)
- Regency Era linked to Post war Britain as people were buying luxury products
- 1950 high culture, fine art and decadence previously exclusive to upper class now for everyone
- "The Conservative Party in 1951 election campaign "Set the people free"
- Reflects a patriarchal society typical of post war Britain in the 1950s

# Media Language

- Anchorage of the gold frame connotes a halo effect around the man's head
- A typical triangular structure positions man in the centre of the narrative
- Copy in the bottom third in strong purple to draw eye to the product name
- Rich colour palette links to post-war consumerism and a fun -feel
- Persuasive language use alliteration, superlatives to indicate a well-educated audience
- Connotations of females being dressed like the sweets linked to the man's dilemma
- Costume of male character suggests a middle class, educated man
- Inter textual link to Major Quality and Miss Sweetly refer back to Regency Era and are brand mascots

# Representation

- Men represented as the one in control and having a choice. He works to afford the product
- We can apply Mulvey's "Male Gaze", as the women are objects, like the sweets for him to choose
- Stereotypically women will do anything for chocolate and are subservient to men
- To be a success as a woman you need to be provided for by a man
- All women are sexualised including Miss Sweetly. The two men are in suits and uniforms (Van Zoonen)
- Young people are the target audience and this advert is meant to be aspirational for them



**CHOCOLATE STRAWBERRY CUP**  
Strawberry jam and cream encased in milk chocolate.

**HARROGATE TOFFEE**  
The delicious, smooth toffee with a most distinctive flavour.

**CHOCOLATE TOFFEE FINGER**  
Delicious toffee covered with plain chocolate.

**What a delicious dilemma!**

**18** delightfully different toffees and chocolates in

Mackintosh's  
**'Quality Street'**

JOHN MACKINTOSH & SONS LTD., HALIFAX





**Context of Gaming industry**

The global videogame industry has been **growing since** the early days of Atari home entertainment in **the 1980s**

- Based on a 2015 economic forecast videogame sales are expected to reach **\$90 billion by 2020**
- In 2014**, it was calculated there were **1.8 billion gamers in the world** - 25% of the global population.
- This challenges the stereotype of gamers as young geeky men. **In 2018** in the USA, **28% of gamers were under 18**, but **23% were over 50 years old**.
- There was a **66/44% male/female gender split**.
- One of the things that have made Fortnite so popular is the ability to **access the game from consoles, PCs, laptops, smartphones or tablets**
- The game can be played at home, or on the move, on a tiny screen or a video projector. **This is a good example of technological convergence.**

**GAME PLAY**

- **Epic Games** use an operating system called **Unreal Engine** to develop Fortnite. **and encourage their audience to use it to develop their own games**
- Unreal Engine has also been used by professional game developers to create titles like **Batman: Arkham City and Infinity Blade**.
- Fortnite is the **most viewed game on YouTube**, and has also used streaming platforms like Twitch (owned by Amazon) to broadcast live competitions.
- Epic games collaborates with **Marvel Studios**, there was a special **Avengers: Infinity War segment** and recently a tie-in with **Godzilla**.
- Epic Games collabs with non-gaming celebrities such as **Drake and basketball star Ben Simmons**. This helps to promote the game beyond the traditional gaming market.

**FUNDING MODELS**

- Fortnite is an example of the **'Games as a Service' (GaaS) model**
- **'Micro transactions'** where players pay for weapon, costume and game upgrades rather than 'grinding through' the gameplay to score them
- Fortnite, players use **V-bucks** to purchase these items, and these can be earned in the game or bought using 'real world' money.
- Unusually in Fortnite the upgrades are purely 'cosmetic' i.e. they don't actually affect the gameplay
- Fortnite offers **'season passes'** - that play-for-free users can't access
- Fortnite offers players 'battle passes' and then drip-feeds limited edition and exclusive content

**HISTORICAL CONTEXT and REGULATIONS**



- **Epic Games was started by Tim Sweeney** in 1991, run from his parent's house.
- In 2014, the Guinness Book Of Records named Unreal Engine as the 'most successful videogame engine'
- **Tencent** - a Chinese investment company focused on internet and AI development - bought a **42% stake in Epic in 2012**
- **In 2012 the PEGI system** was incorporated into UK law and **The Video Standards Council** was appointed as the statutory body responsible for the age rating of video
- Fortnite has the **PEGI rating of 12** for "frequent scenes of mild violence"
- **Players, in groups of 100**, are dropped via a flying bus onto a deserted island that is about to be hit by a natural disaster.
- The **aim of the game is to fight to the death**, with the last player standing the winner. Players seek out weapons and other materials, but are also able to demolish structures and rebuild them into forts, towers etc.



**AUDIENCE**

- Fortnite uses **addictive gameplay**, media/technological convergence and marketing
- **78% are male, 22% are female**, 53% are 10-25, and 42% are in full time employment.
- **The unrealistic violence and cartoon style graphics**, make it appealing to a **younger audience**.
- The rise of 'eSports' stars, mainly consumed via streaming platforms **like YouTube and Twitch has led to players becoming major celebrities**.
- **Ninja**, the most famous Fortnite player **has over 10 million subscribers** and earns over half a million dollars a month.
- The use of non-traditional gamer celebrities such as rappers and NBA athletes widen the appeal of the game.
- The popularity of **'Twitch Girls'** (female streamers like KatyPlaysGames) has also appealed to women.
- Fortnite's **use of 'seasons' - with rumours and gossip** about future seasons - follows the cable TV/ on-line subscription **style of long-form TV drama**