

# LEARNING JOURNEY

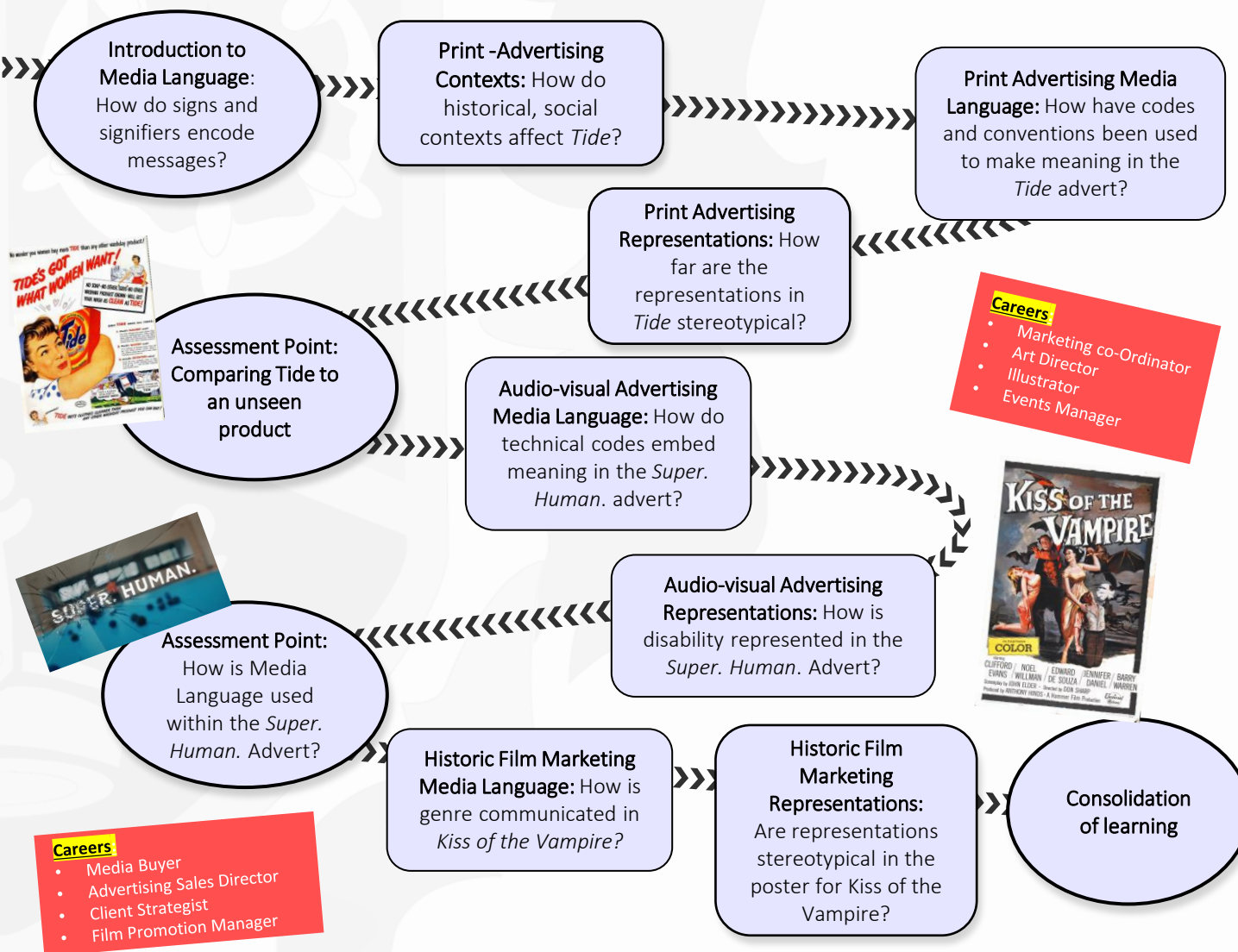
## Media



Media Language and Representations: Advertising

Year 12 Autumn Term 1

The media play a central role in **contemporary culture**, **society** and **politics**. They **shape** our **perceptions** of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to **communicate**, with forms of **cultural expression** and the ability to participate in key aspects of society. The **economic importance** of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global **profit**. The **globalised** nature of the contemporary media, ongoing **technological developments** and more opportunities to interact with the media suggest their centrality in contemporary life can only increase. In this unit, you will be exposed to the basics of the **theoretical framework** – Media Language, Representation, Industry, Audience and Contexts – to develop your knowledge of how to **read** media and how ownership affects production through semiotic encoding for the benefit of the institution.



### TUDOR HABITS AND VALUES: **Analytical**

All Media products are meticulously crafted by teams of people for intended audiences and even the tiniest editorial transition or typographical choice is pored over with intensity. In this unit, you will become equally meticulous with your analysis, judging how those minuscule decisions make meaning.

**VOCABULARY** : Semiotics, Hermeneutic, Iconography, Contextualised, Deviates