**YEAR 12 PREPARE FOR THIS TEST ON WEDNESDAY 7TH NOVEMBER**

These questions are based on the Media theory we have covered so far. You can find answers to these in your notes and handouts. See also **mediaattic.co - Year 12, Term 1A** . You will also find it useful follow the **Theory Zone** link in the mediaattic menu.

**SECTION A**

1. Give the two theorists associated with Uses and Gratifications theory (UGT)

……………………… & …………………………

1. Apart from Entertainment and Information, what other two uses does UGT describe?

……………………………. & ………………………………..

1. The hypodermic needle implies that audiences are ………….…… receivers of media messages.
2. Who devised the Utopian Pleasures Theory? ……………………………..
3. According to the Utopian Pleasures model, media provides distraction and escape from the dull routine of everyday life. Give the two ‘utopian pleasures’ that replace a) scarcity and b) isolation/fragmentation. a) ………………………………….. b) …………………………………….
4. Who was the psychologist whose Bobo Doll experiments in the 1960s tried to establish a link between screen violence and children’s aggressive behaviour? ……………………………..
5. The mass panic caused by the 1938 US radio drama ‘The War of the Worlds’ can be seen as an example of which theory? …………………………………………………………………………..
6. What type of sound is part of the on-screen narrative? Spelling must be correct. ……………………..
7. Gerbner’s theory that the more TV people watch, the more negative their view.

………………………………………………………………………………………………………….

1. George Gerbner described the long-term de-sensitizing effect of media violence on audience in which theory? ………………………………………
2. In the above theory, a) give another word for ‘de-sensitizing’. b) Apart from violence, what other form of media content could have this effect on audiences? …………………………………………………

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1. Domination by men is known as: ………………………………………...
2. (Longer answer – 3 marks) where could we find evidence of number 12? …………………….………….……………………………………………………………..……………………………………….

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1. (2 marks) According to art critic John Berger, how do images of women represent females?

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1. Complete the Berger quotation: ‘a woman must continually ……………... herself’.
2. ‘The Male Gaze’ summarizes what Berger was saying about traditional images of women. Who coined this phrase? ………………………………………………………………
3. Complete this quotation by Karl Marx: ‘In every age, the ruling ideas are the ideas of the …………………………………………………………………………..’
4. Complete this definition of hegemony: the domination of a privileged elite group over ………..

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1. According to Stuart Hall, media producers encode a ………………………..… reading, constructing it in a way which is clearly understood by most audiences.
2. If audiences misunderstand or misinterpret the meaning of a text, this is called an ………………………………………. reading.
3. Lacey talks about genre as being made up of familiar signifiers and codes. He calls this a ………………………..…….. of ……………………….……………..
4. Steve Neale believes that modern genre tends to be hybrid in nature. He says that, to be successful and fresh, genre must be contain …………………….………. and ………………..……………
5. Todorov believed that traditional narratives had a …………..-part structure. The second phase is ……………………….
6. Propp’s study of folk tales led him to the view that there are generally how many character-types? …………….
7. Who was the narrative theorist and anthropologist who originated the idea of binary oppositions? Claude ………………. - ………………………….
8. Roland Barthes was interested in the idea that audiences are partners in the process of creating meaning. This is why we refer to objects in media as visual …………………..……… . They are represented so that audiences understand their deeper symbolic meaning. This is called ……………………………………….…… (the opposite of denotation).
9. Moral Panics was a term used by Stanley ……………… to describe the way media stirs up fear, hatred, mistrust and resentment in society. The media creates ’folk devils’ or ……………………

**SECTION B**

**[Longer answers required for 28-30 – use a separate sheet but don’t write out the question]**

1. Why is it in the interests of certain areas of the media to stir up fear, hatred and mistrust?

(3 marks)

1. What was the Leveson inquiry and what triggered it? Which newspaper had to close in 2012 and who was its owner? Who regulates newspapers nowadays? Do you think press regulation is tight enough or do sections of the media still go too far? (3 marks)
2. What do you understand by the term ‘media narrative’? What are the common codes and conventions of media narratives? Hint: think about ways that print and online newspapers construct narratives in order to attract readers. (4 marks)