



Key Media Theories and
Language required for
Media Studies and CSP
links



Uses and Gratification Theory

Blumler and Katz developed this theory. It assumes that members of the audience are not passive but take an active role in interpreting and integrating media into their own lives. The theory also holds that audiences are responsible for choosing media to meet their needs. The approach suggests that people use the media to fulfil specific gratifications. The theory suggests that consumers use media products for at least one of these reasons:

Identity – to identify with media that the consumer can identify with, share similar values to, etc.

Educate – to learn new things.

Entertain - to be entertained and also some form of ‘escapism’ enabling us to forget our worries temporarily.

Social Interaction – the ability for media products to produce a topic of conversation between other people



Uses and Gratification Theory: linked to CSPs

	Identity	Educate	Entertain	Social
Dr Who 'An Unearthly Child'	The 'Space Race' and the concept of aliens was a big issue. Viewers would have related to this at the time.	The BBC were keen to add an educational component to Dr. Who [particularly History and Science]	Entertainment and diversion for a largely middle-class audience.	There would have been some social angle to this in that young viewers would have spoken about this new show in the school playground etc.
His Dark Materials				
NHS Represent	The target audience is BAME. The intended impact is for the BAME community to identify with these inspirational individuals and donate blood [represent] themselves.	Watch the campaign video and become educated about the lack of blood donation in the BAME community.	Whilst not specifically designed to engaged [it is not a rap video, after all – it is an example of intertextuality – and takes the appearance of a rap video]. It does entertain and engage the audience.	-



Uses and Gratification Theory: linked to CSPs

Now complete the rest

	Identity	Educate	Entertain	Social
Galaxy				
OMO				
The Times				
The Daily Mirror				



Uses and Gratification Theory: linked to CSPs

Now complete the rest

	Identity	Educate	Entertain	Social
Arctic Monkeys 'IBYLGONTD'				
BlackPink 'How you like that'				
Tatler				
Reveal				



Uses and Gratification Theory: linked to CSPs

Now complete the rest

	Identity	Educate	Entertain	Social
I, Daniel Blake				
Black Widow				
Radio 1 Launch Show 'Tony Blackburn'				
KISS Breakfast Show with Jordan and Perri				



Uses and Gratification Theory: linked to CSPs

Now complete the rest

	Identity	Educate	Entertain	Social
Marcus Rashford				
Kim Kardashian Hollywood App				
Lara Croft Go				



Vladimir Propp's Narrative Theory

Propp suggested that every narrative has eight different character types, these character types are:

- **The villain** — fights the hero in some way.
- **The dispatcher** — character who makes the villain's evil known and sends the hero off.
- **The (magical) helper** — helps the hero in the quest.
- **The princess or prize** — the hero deserves her throughout the story but is unable to marry her because of an unfair evil, usually because of the villain. The hero's journey is often ended when he marries the princess, thereby beating the villain and resulting in a "happily ever after" moment.
- **The father** — gives the task to the hero, identifies the false hero, often sought for during the narrative.
- **The donor** — prepares the hero or gives the hero some magical object.
- **The hero**— reacts to the donor, weds the princess.
- **The false hero** — takes credit for the hero's actions or tries to marry the princess.

Do not try to assign all character types to every media product that we study in our CSPs. That will be probably impossible. However, you may be able to apply some of them to all media products.

See if you can assign them in the next few pages:



Propp's Narrative Theory: linked to CSPs

	Lara Croft Go Game	His Dark Materials TV	Tatler Magazine	Galaxy Advert
The Hero / Heroine	Lara is the heroine.		The celebrities are the heroes who will show us how to be like them by reading inside.	Is Audrey Hepburn with her effortless cool and control.
The Villain	The snake and various enemies are the villains.		Is the reader if you do not buy the magazine.	Is the consumer if you do not buy it.
The Princess / Prize	The treasure is the prize at the end of the stage/game.		To find out more about the celebrities and lifestyle tips	Is the nostalgic lifestyle that Audrey has.
The Donor	Is the game, giving artefacts and keys that open new levels.		Is the reader if you buy the magazine.	Is the retailer who gave the chocolate to Audrey.
The Helper	-		Tatler magazine which will help you.	The Galaxy bar is the helper
The Father	-		-	-
The Dispatcher	-		The retailer / shop sends you on your quest to find out more when you purchase the magazine.	Possibly the car and bus driver.
The false Hero	-		-	Is the car driver who we think saves the day, but Audrey is always in control.



Propp's Narrative Theory: linked to CSPs
Now complete the rest

	OMO Advert	Represent Advert	Dr Who TV	Marcus Rashford OSP
The Hero / Heroine				
The Villain				
The Princess / Prize				
The Donor				
The Helper				
The Father				
The Dispatcher				
The false Hero				



Propp's Narrative Theory: linked to CSPs
Now complete the rest

	Kim Kardashian Hollywood OSP	The Times Newspaper	Daily Mirror Newspaper	Heat Magazine
The Hero / Heroine				
The Villain				
The Princess / Prize				
The Donor				
The Helper				
The Father				
The Dispatcher				
The false Hero				



Propp's Narrative Theory: linked to CSPs
Now complete the rest

	I, Daniel Blake Film	Black Widow Film	Black Pink How You Like That Music Video	Arctic Monkeys IBYLGONDF Music Video
The Hero / Heroine				
The Villain				
The Princess / Prize				
The Donor				
The Helper				
The Father				
The Dispatcher				
The false Hero				



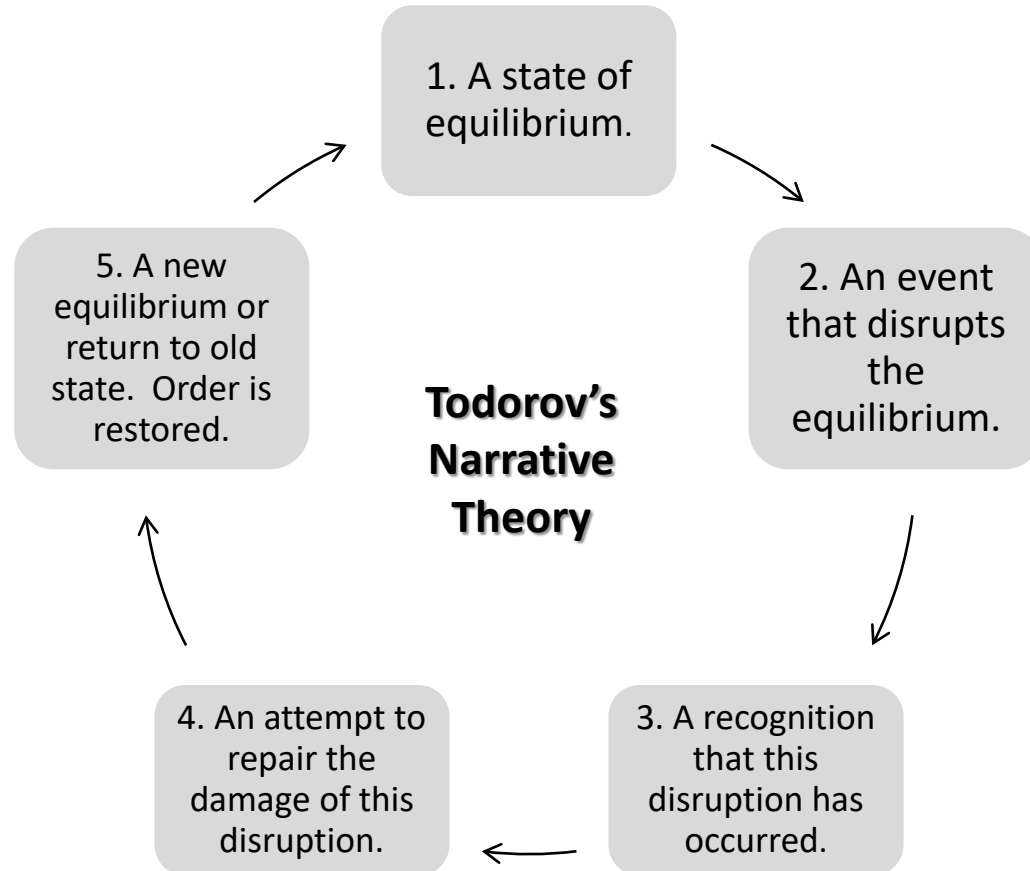
Propp's Narrative Theory: linked to CSPs
Now complete the rest

	Radio 1 Launch Show 'Tony Blackburn' Radio	Kiss FM Breakfast Show Radio
The Hero / Heroine		
The Villain		
The Princess / Prize		
The Donor		
The Helper		
The Father		
The Dispatcher		
The false Hero		



Todorov's Narrative Theory

Tzvetan Todorov studied classic fairy tales and stories and theorised that many stories follow the same narrative structure and involve transformation of character/story. Namely:





Todorov's Narrative Theory: linked to CSPs

	Equilibrium	Disruption	Recognition	Repair	New Equilibrium
Heat Magazine	The reader is living their life.	The reader sees Closer and thinks that must be missing out on celebrity gossip and news	The reader realises that buying the magazine will make them feel better and will aid this disruption	The reader buys the magazine to address the issue	The reader feels better informed and happier
OMO Advert	The consumer is happy with the quality of the wash	The consumer sees the OMO advert	The consumer realises that their whites may not be as bright as OMO white and they may not be as happy with their wash as the woman represented.	The reader buys OMO to address the issue	The consumer uses OMO as part of their habits [or rejects the narrative and doesn't use it again]
Black Pink 'How You Like That' Music Video					



Todorov's Narrative Theory: linked to CSPs
Now you do the rest

	Equilibrium	Disruption	Recognition	Repair	New Equilibrium
Galaxy Advertising					
Represent Advertising					
Marcus Rashford OSP					
Kim Kardashian Hollywood OSP					
Lara Croft Go OSP					



Todorov's Narrative Theory: linked to CSPs
Now you do the rest

	Equilibrium	Disruption	Recognition	Repair	New Equilibrium
I, Daniel Blake Film					
Black Widow Film					
Dr. Who An Unearthly Child TV					
His Dark Materials TV					
The Times Newspaper					



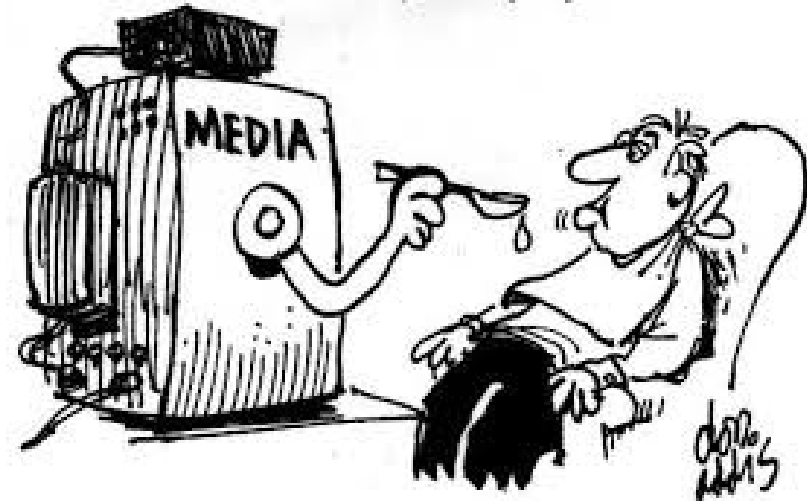
Todorov's Narrative Theory: linked to CSPs
Now you do the rest

	Equilibrium	Disruption	Recognition	Repair	New Equilibrium
The Daily Mirror Newspaper					
Tatler Magazine					
Radio 1 Launch Show 'Tony Blackburn' Radio					
KISS FM Radio					
Arctic Monkeys IBYLGONTD					



Hypodermic Needle Theory or 'Magic Bullet' Theory

The idea is that the mass media has an immediate and powerful effect on the audience. The media injects ideas and views into the brains of the audience therefore controlling the way that people think and behave. It expresses the view that **the media is a dangerous means of communicating** an idea because the receiver or **audience is powerless** to resist the impact of the message. People are often seen as passive and are seen as having a lot media material "shot" at them. Critics of this theory suggest it is outdated and people consume media in different ways. Other theorists, such as Stuart Hall, suggest that media audiences are more active than that and have the ability to accept, negotiate or reject media messages.





Hypodermic Needle Theory: link to CSPs

Zoella <i>OSP</i>	
Kim Kardashian Hollywood App <i>OSP</i>	Playing the game will mean that you find out how to be a celebrity and what it's like to live like a celebrity. <i>Is this true?</i>
Lara Croft Go <i>OSP</i>	Playing the game will mean that you feel the same excitement in the quest as Lara. The game designers also feel the nature of the game will build in replay value and force the player to come back for more. <i>Is this true?</i>
OMO <i>Advertising</i>	People viewing the advert will feel that they must get their 'whites' brighter and need to be happier like the woman on the front cover. <i>Is this true?</i>
Galaxy <i>Advertising</i>	People seeing the advert will received the message that to as cool and as charismatic as Audrey Hepburn, eating a Galaxy will allow people . <i>Is this true?</i>
Represent <i>Advertising</i>	People watching the advertising campaign will believe it is a call to action and that they must join these iconic and positive role models from the BAME community in giving blood. <i>Is this true?</i>
The Daily Mirror <i>Newspaper</i>	
The Times <i>Newspaper</i>	
Tatler <i>Magazine</i>	The audience will read the magazine and want to change their shopping habits, lifestyle and beliefs. <i>Is this true?</i>
BlackPink <i>Music Video</i>	



Hypodermic Needle Theory: Linked to CSPs
Now you do the rest

I, Daniel Blake Film	
Black Widow Film	
Dr Who 'An Unearthly Child' TV	
His Dark Materials TV	
Kiss FM Radio	
Radio 1 Launch Show Tony Blackburn Radio	
Heat Magazine	
Arctic Monkeys IBYLGOTDF Music Video	



Stuart Hall's Audience Reception Theory

Stuart Hall (1973) suggested that the Hypodermic Needle Theory was too simple and that there were three main perspectives involved in the way in which an audience responds to a media product. This involves how the audience is positioned by the product and influences their response to it.



Preferred reading

The audience responds in exactly the way the media producer wants them to.



Negotiated reading

Where the audience compromises between the producers intended reading and their own opinions and preferred reading of media text.



Oppositional or resistant readings

The audience rejects the meaning or intended reading of the media product.



Stuart Hall's Audience Reception Theory: link to CSPs

Marcus Rashford OSP	Some members of the audience will accept Marcus Rashford as a spokesperson for charities and want to get involved in the issues which he raises and promotes (preferred). Some will reject his opinion and instead feel that as a footballer he should focus just on this and not try to influence issues in other domains. (oppositional)
OMO Advertising	Some members of the audience will immediately accept the denotation and connotation of the advert and will buy the product (preferred). Some will reject it as not relevant to them or nonsensical (oppositional). Some may accept it and try the product to judge whether the claims are true (negotiated)
The Daily Mirror Newspaper	Some members of the audience will accept the reading that the Golf Course decision is long overdue and a cause for celebration (preferred). Some members of the audience will reject this reading entirely and think this is the destruction of tradition (oppositional). Some may not be that interested in the issue, but accept that it is probably about time and will accept the reading (negotiated).
Heat Magazine	Some members of the audience will accept the reading of the product and immediately want to find out more celebrity gossip and will buy the magazine (preferred). Some will hate celebrity culture or celebrity magazines (oppositional) and some may not be too bothered, but may buy the magazine as it may have a certain celebrity or issue discussed that they are interested in (negotiated).
Arctic Monkeys IBYLGOTD Music Video	Some members of the audience will accept the reading of the media text (music video) as they like the band, the song or the genre of music (preferred). Some will immediately reject the product as they don't like the music, band or genre (oppositional). Some audience members may accept the video as they become familiar with the song or like the style of the video etc (negotiated)
I, Daniel Blake Film	Some members of the audience will be immediately accepting of the media text as they like the narrative, the political message or the style of the director, Ken Loach or the actors involved (preferred). Some may entirely reject the product as they dislike the political message, director or actors (oppositional). Some may accept the text as they have nothing else to do, may want to find out more or may watch the start and feel a desire to follow the narrative to the conclusion (negotiated).



Stuart Hall's Audience Reception Theory: link to CSPs
Now you do the rest

Kim Kardashian Hollywood App OSP	
Lara Croft Go OSP	
Represent Advertising	
Galaxy Advertising	
The Times Newspaper	
Tatler Magazine	
BlackPink Music Video	
Black Widow Film	



Stuart Hall's Audience Reception Theory: link to CSPs
Now you do the rest

Kiss FM Radio	
Radio 1 Launch Show Tony Blackburn Radio	
His Dark Materials TV	
Dr. Who 'An Unearthly Child' TV	