**Media Language Theory**

**Apply to LFTD**

**For each academic idea or quotation:**

1. In column 2 of the worksheet, list the textual examples from the episode that you can apply the academic idea to in the set product. This might include examples from:

camerawork

editing

sound

mise-en-scène

characters

narrative

storyline

representations of events, issues, people, places.

1. In column 3, write down the meaning offered as a result of applying the academic idea to the case study product.

What does the theory help us to understand about the product?

What does the product help us to understand about the theory?

how can the examples in the product help to ‘support’ the theory?

How can the examples in the product ‘challenge’ and question the theory?

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Neale argued that genre is a process by which generic codes and conventions are shared by producers and audiences through repetition in media products. The importance of this idea of a ‘shared code’ is that genres are not fixed, but constantly evolve with each new addition to the ‘generic corpus’ **(Neale) – *Genre Theory*** | | |
| **Stranger Things** |  |  |
| **The Killing** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Todorov’s narratology theory argues that the majority of films follow a similar structure of story-telling. Most begin with an equilibrium – a settled state that doesn’t need to change. The equilibrium is then disrupted, and this is what drives the narrative towards a re-equilibrium. Todorov’s narratology theory can be used to analyze the narrative of LFTD, but also has some limitations.  **(Todorov) – *Narratology*** | | |
| **Stranger Things** |  |  |
| **The Killing** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Barthes argues that everything and anything holds meaning within. In media terms, what the audience can hear and see within a text is a signifier – a sign. The sign has been encoded with meaning, which the audience then decodes for ‘signified’ meaning. The interpretation is dependent on various factors, including upbringing and context. One person may have a completely different interpretation to another. However, if enough signs are encoded with the same meaning, then the decoded meaning should be read as preferred. **(Barthes) – *Semiotics Theory*** | | |
| **Stranger Things** |  |  |
| **The Killing** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Levi-Strauss’s idea of the **binary opposition** **–** that the system of myths and fables was ruled by structure of opposing terms such as hot-cold, male-female, culture-nature – can be applied to media texts. Applying the theory to LFTD can illuminate their ideological underpinning. **(Strauss) – *Structuralism*** | | |
| **Stranger Things** |  |  |
| **The Killing** |  |  |

| **Set product** | **Examples from episode 1 of the set product the idea can be applied to** | **What meaning can the idea and examples offer – what does it tell us?** |
| --- | --- | --- |
| Baudrillared argued that postmodern society is organized around ‘simulation’ – the play of images and signs. Differences of gender, class, politics and culture are dissolving in a world of simulation in which individuals construct their identities. The new world of ‘hyperreality’ consists of simulations that no longer have to refer to anything real, but to one another. If a text refers to another text as a point of reference to how life ‘is’ / ‘was’ like. **(Baudrillard) – *Postmodernism*** | | |
| **Stranger Things** |  |  |
| **The Killing** |  |  |