**AIMS AND INTENTIONS**

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| STATEMENT OF AIMS AND INTENTIONS: (350 words, 10 marks) |
| **Use evidence from your research into: similar products; the industry context; your target audience, as well as theoretical perspectives, to explain your decisions:**   * + How and why will you use media language in your media production?   + How and why will you construct representations of individuals, groups and issues/events?   + How will you target your intended audience/users?   + How will your production conform to its industry context? |

You need to turn your Aims and Intentions tasks into **350 words** (10% tolerance is normally acceptable) that will answer the above questions set by the exam board. Type your drafts in Word and eventually you’ll copy it onto the ‘**Eduqas Aims and Intentions Cover sheet**’ (**Section B),** which can be found on GoL.

**FIRST DRAFT DUE TUESDAY 26TH FEBRUARY**

**REMEMBER: THIS IS MEANT TO BE WRITTEN BEFORE   
YOU START MAKING YOUR MAGAZINE/MUSIC VIDEO OPENING (I will…)**

**80-90 WORDS PER SECTION**

**YOU CAN USE BULLET POINTS**

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| Media Language |
| **How and why will you use media language in your media production?** |
| * Mise-en-scene, cinematography and editing (where relevant) What techniques will you use…why? * What visual, language and technical codes\* you intend to use? * Genre - What codes and conventions are you following/challenging why? Any genre hybridity? * Narrative (music video only) Will it be interpretive, live, surreal, use homage/intertextuality? Will it contain a non-linear narrative? * What style are you trying to create and why? Reference the analysis you have done * Do you intend to communicate a particular message or ideology? How will media language achieve that? |

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| Representation |
| How and why will you construct representations of individuals, groups and issues/events? |
| * How will you represent individuals, social groups and events? Pick the most relevant from, age, ethnicity, gender, class, sexuality etc. * Also consider representation of different social groups, events or places if relevant * Why do you want to represent your individuals/groups demographic in this way? * Are you conforming or challenging stereotypes? Why? * Any misrepresented or under-represented groups? |

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| Audience |
| How will you target your intended audience/users? |
| * Demographic (Use age range provide by exam board) and psychographic (Choose 1) profile of your target audience * The methods you will use to appeal to your target audience (media language, mode of address etc.) you can reference your analysis of existing media texts |

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| Industry |
| How will your production conform to its industry context? |
| * How will your product reflect the style and values of the publisher or record company? * Any potential issues with regulators? IPSO or OFCOM How will you address them to make sure you abide by the regulatory rules? |

***Appendix***

\*CODES

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| --- | --- | --- |
| VISUAL | LANGUAGE | TECHNICAL |
| Lighting & Colour | Slogan | Camera Angles |
| Positioning | Typeface/font | Framing |
| Setting & Locations | Masthead | Juxtaposition |
| Facial Expressions & Body Language | Cover Lines | Editing |
| Objects | Style | SFX |
| Key Signifiers/Images | Choice of words | Sound (dialogue/music) |
| Clothing, Hair & Make Up | Emphasis of words |  |

You will need to include at least 1 theorist in 1 of the above sections that you feel will be the most relevant to your production

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| Media Language | Roland Barthes | The 5 Codes (SEARS) |
| Tzvetan Todorov | Narrative & Equilibrium |
| Steve Neale | Genre and change |
| Representation | Stuart Hall | Stereotyping and inequality |
| David Gauntlett | Pick ‘n’ Mix Identity |
| Industries | Curran and Seaton | Power and Industries |
| Audience | Albert Bandura | Media Effects |
| George Gerbner | Cultivation |
| Stuart Hall | Reception x 3 |