**­­­EDUQAS A LEVEL MEDIA STUDIES**

**COMPONENT 2: TELEVISION IN THE GLOBAL AGE**

***THE RETURNED* (2013)**



**AUDIENCE WORKBOOK**

**HOW DO AUDIENCES RESPOND TO *THE RETURNED*?**

**Consider the text and the marketing**

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| **Apply the Uses & Gratifications Theory** |
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| **Consider the appeal of the enigmas** |
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| **Apply the Two-Step Flow Theory** |
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**AWARDS: AUDIENCE RESPONSE FACTSHEET**

• International Emmy for Best Drama series

• Peabody Award

• 100% on *Rotten Tomatoes*

• Facebook 109,000 likes; 106,000 followers

• Also FB fan sites and fan fiction

• IMDb – 8.2 score

• Cult audience

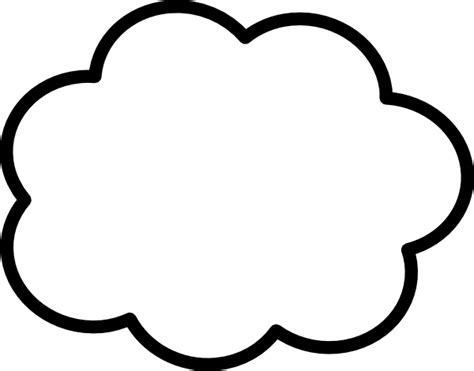
• The most watched original fiction created by Canal+ of all time

• Voted best 2013 drama by *The Guardian*.

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| **RESPONSES – REVIEWS**  • <https://www.youtube.com/watch?v=IXn6nSapPic> *LondonCityGirlTV* 2014  • <https://www.youtube.com/watch?v=t7znFUit7Ko> *Kerrang* radio review 2013  • 100% on *Rotten Tomatoes*  • <http://entertainment.time.com/2013/10/30/tv-tonight-the-returned/> James Poniewozik, *Time Magazine*  • <https://www.washingtonpost.com/entertainment/tv/the-returned-a-morose-mesmerizingtale-that-offers-a-new-twist-on-the-living-dead/2013/10/30/97b0160a-3b63-11e3-a94fb58017bfee6c_story.html?utm_term=.dc50690b5f9d> Hank Stuever, *Washington Post* |
| **What do the journalists say? What did they like about the series?** |
| **Go online and see if you can get any alternative views – i.e. from journalists/media commentators. What different responses are there to *The Returned*?**  **Give some examples below (include the quote and the source).** |

**APPEALS AND PLEASURES**

**What pleasures might audiences gain from *The Returned*?**



**Develop** three of your points (from above) with examples from the text itself.

**Audience readings - *The Returned***

**Apply Stuart Hall’s reception theory** to *The Returned*. The target audience is potentially more likely to take a preferred reading of the text. But consider who might take a negotiated and/or oppositional reading, and why?

You should give specific examples from the text – IN DETAIL. E.g. what do the characters do/say etc. that will generate preferred/negotiated or oppositional readings?

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| **What is the Preferred Reading** (dominant-hegemonic position – the intended meaning is accepted). How is this encoded? |
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| **Negotiated Reading** (the intended meaning is generally acknowledged but adapted to fit the reader’s experience or context). Provide textual details. |
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| **Oppositional Reading** (the intended message is understood but the reader disagrees with it). Provide textual details. |
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