**Component 2: Vogue Theorists**

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| **Framework** | **Theorist** | **Notes** | **Application** |
| *Media Language* | Roland Barthes |  |  |
| *Representation* | Stuart Hall |  |  |
| David Guantlett |  |  |
| *Industries* | Curran and Seaton |  |  |
| George Gerbner |  |  |
| Stuart Hall |  |  |