NEWSPAPERS UNSEEN TEXT CHEAT SHEET

RELEVANT MEDIA LANGUAGE THEORIES

SEMIOTICS
ROLAND BARTHES – ORDER OF SIGNIFICATION
- The idea that texts communicate their meanings through a process of signification.
- The idea that signs can function at the level of denotation, which involves the 'literal' or common-sense meaning of the sign, and at the level of connotation, which involves the meanings associated with or suggested by the sign.
- The idea that constructed meanings can come to seem self-evident, achieving the statural myth through a process of naturalisation.

Use when addressing connotations and possible polysemic readings of stories / photos.

STRUCTURALISM
CLAUDE LEVI-STRAUSS – BINARY OPPOSITIONS
- The idea that texts can best be understood through an examination of their underlying structure (which is structuralism).
- The idea that meaning is dependent upon (and produced through) pairs of oppositions (which is Levi- Straus' Binary Oppositions theory).
- The idea that the way in which these binary oppositions are resolved can have particular ideological significance as one will usually be more dominant...

Use when discussing particular opposites within a newspaper page and whether one of these opposites is stronger / weaker.

HERMENEUTIC CODES – ROLAND BARTHES
- the idea that refers to any element in a story that is not explained and, therefore, exists as an enigma for the reader, raising questions that demand explication. Most stories hold back details to increase the effect of the final revelation of all diegetic truths.

Use when discussing a mystery created on a newspaper page (often the front page) which will require the reader to read further - via a jump line to another page inside.

NEWS VALUES
TONY HARCUP & DEIDRE O'NEILL
- the idea that a series of news factors may be important in defining the success / popularity of a news story within the UK newspaper industry. These include the Power Elite, Celebrity, Entertainment, Surprise, Bad News, Good News, Magnitude, Relevance, Follow-ups, Media Agenda, Timeliness / Immediacy, Everyday problems / interests, etc.

Use when discussing what type of story is being covered by the newspaper to describe its appeal.

POSTMODERNISM
JEAN BAUDRILLARD – SIMULACRA
- the idea that in postmodern culture the boundaries between the 'real' world and the world of the media have collapsed and that it is no longer possible to distinguish between reality and simulation.
- the idea that in a postmodern age of simulacra we are immersed in a world of images which no longer refer to anything 'real'.
- the idea that media images have come to seem more 'real' than the reality they supposedly represent (hyperreality).

Use when questioning the reality / truthfulness / originality of the concept constructed by the newspaper, employed through the combination of words and images.

MEDIA LANGUAGE QUESTION **OR** REPRESENTATION QUESTION

MEDIA LANGUAGE QUESTION

Depending on the way the unseen text newspaper question is framed / asked, it should address at least one (maybe more) of the following required list of media language aspects of the theoretical framework. Try to refer to technical vocabulary (including the various codes listed below AND the relevant media language theories listed next to this box - where relevant) whilst doing this:

- **How the different modes and language associated with different media forms (newspapers) communicate multiple meanings. What are the plausible connotations of the polysemic (text / signs exhibiting multiple meanings) imagery / copy?**

- **How the combination of elements of media language influence the preferred meaning and what meaning is created by this.**

- **How developing technologies affect media language (for example, on page graphics, graphs, reference to the online version, the highlighting of citizen journalism through smartphones, etc.).**

- **The codes and conventions of media forms and products, including the processes through which media language develops as genre. Does it fit into a newspaper genre (red top tabloid / middle market tabloid / broadsheet)? Is the newspaper page analysed conventional or does it subvert conventions? How?**

- **The processes through which meanings are established through intertextuality - what other text(s) does it reference and how?**

- **The significance of the varieties of ways intertextuality can be used in the media. What is the purpose of this intertextual reference in the newspaper? Irony? Nostalgia? Sarcasm?**

- **How audiences respond to and interpret the above aspects of media language - how do they want the audience to react to the way the newspaper's stories are constructed and why?**

- **The way media language incorporates viewpoints and ideologies. What mainstream values or beliefs does the message behind the newspaper support or challenge? How are these ideologies constructed through the newspaper? Right / Left wing?**

REPRESENTATION QUESTION

Depending on the way the unseen text newspaper question is framed / asked, it should address at least one (maybe more) of the following required list of representation aspects of the theoretical framework. Try to refer to technical vocabulary (including the various codes listed below AND the relevant representation theories listed next to this box - where relevant) whilst doing this - even though this is a representation question you still need to use media language and how it creates the representation(s) within the newspaper you are referring to:

- **The way that events, issues, individuals (including self-representation) and social groups (including social identity) are represented through processes of selection and combination.**

- **The way the media through re-presentation construct versions of reality - is it genuine versimilitude or does it serve a purpose?**

- **The way in which representations make claims about realism**

- **The processes which lead media producers to make choices about how to represent events, issues, individuals and social groups - why is it represented this way in this newspaper?**

- **The effect of social and cultural context on representation.**

- **How and why stereotypes can be used positively and negatively.**

- **How and why particular social groups, in a national and global context, may be under-represented or misrepresented, and if the representation in the newspaper is helping / hindering.**

- **How media representations convey values, attitudes and beliefs about the world and how these may be systematically reinforced across a wide range of media representations.**

- **How audiences respond to and interpret media representations.**

- **The impact of industry contexts on the choices media producers make about how to represent events, issues, individuals and social groups.**

- **How representations invoke discourses and ideologies and position audiences, creating room for discussion and debate.**

- **How audience responses to media and interpretations of media representations reflecting social, cultural and historical circumstances within the wider context in society.**

RELEVANT REPRESENTATION THEORIES

REPRESENTATION THEORY – STUART HALL
- The idea that representation is the production of meaning through language, with language defined in its broadest sense as a system of signs. The idea that the relationship between concepts and signs is governed by codes. The idea that stereotyping, as a form of representation, reduces people to a few simple characteristics or traits. The idea that stereotyping tends to occur where there are inequalities of power, as subordinate or excluded groups are constructed as different or 'other' (e.g. through ethnocentrism).

Use when talking about stereotypes within your newspaper coverage - think about who benefits from these representations too.

IDENTITY THEORY – DAVID GAUNTLETT
- The idea that the media provide us with 'tools' or resources that we use to construct our identities. The idea that whilst in the past the media tended to convey singular, straightforward messages about ideal types of male and female identities, the media today offer us a more diverse range of stars, icons and characters from whom we may pick and mix different ideals.

Use when discussing how representations may have been employed within the newspaper which offer a diverse range of role models (or positive aspects of role modeling behaviour) which representable viewers may base their own identities on. How do the identities in the newspaper address the 'ideal'?

FEMINIST THEORIES
LIESBET VAN ZOONEN & BELL HOOKS
- (Van Zoonen) The idea that gender is constructed through discourse, and its meaning varies according to context. The display of women's bodies as objects is a core element of western patriarchal culture. In mainstream culture the visual / narrative codes that construct the male body as spectacle differ from those used to objectify females.
- (hooks) The idea that feminism is a struggle to end sexist / patriarchal oppression. Feminism is a political commitment rather not a lifestyle choice. Race and class as well as sex determine the extent to which individuals are exploited.

Use when talking about representations of women and the objectification of females.

POSTCOLONIAL THEORY – PAUL GILROY
- The idea that colonial discourses continue to inform contemporary attitudes to race and ethnicity in the postcolonial era. The idea that civilisationism constructs racial hierarchies and sets up binary oppositions based on notions of otherness.

Use if the newspaper addresses issues of race or ethnicity and how they are doing this. Is there still any trace of subtle / obvious marginalisation of race within the newspaper story?

CODES

The building blocks of how a media text / newspaper is put together - use this technical vocabulary as you analyse the music video for either media language or representation unseen text questions. Codes work hand-in-hand with conventions.

TECHNICAL (IMAGES)

SHOT TYPE:
- Extreme Close Up (ECU)
- Close Up (CU)
- Medium Shot (MS)
- Medium Close-Up (MCU)
- Long Shot (LS)
- Medium Long Shot (MLS)
- Extreme Long Shot (ELS)
- Cowboy Shot
- Two Shot / Three Shot
- Over the Shoulder Shot (OTSS)
- Point of View Shot (POV)
- Establishing Shot (ES)
- Weather Shot

ANGLE:
- Aerial Shot
- Bird's Eye View
- High Angle
- Low Angle
- Worm's Eye View
- Eye Level / Straight On
- Canted Angle / Dutch Tilt

DEPTH OF FIELD:
- Deep Focus
- Shallow Focus
- Soft Focus
- Aperture (Large / Small)

TECHNICAL (LAYOUT)

- Red Top Tabloid
- Middle Market Tabloid
- Broadsheet
- Columns
- Adverts
- Masthead
- Logo
- Puff / Plug / Blurb
- Headline
- 'Talkie' Headline
- Strapline
- Subheading
- Jump Line
- Central / Main Image
- Secondary Images

- Standfirst
- Pull Quote
- Page Furniture
- Standalone
- Splash
- By-Line
- Dateline
- Price
- Website Information
- Caption / Anchorage
- Statistical Facts
- Graphs / Charts
- Graphics / Illustrations
- Copy / Body (text)
- Drop Caps

- Diary Piece
- Downpage
- Exclusive
- Eyewitness Reporting
- Hamper
- Hard News
- Soft News
- In-Depth Reporting
- Inside Story
- Slogan / Tagline
- Spoiler
- Think Piece
- Triumph Over Tragedy
- Vox Pop
- Margins & Gutters

- News in Brief (NIBs)
- Filler Stories
- Backgrounder
- Photo Credit
- Lead Story
- Breaker
- Front Page
- Double Page Spread (DPS)
- Centre Spread
- Human Interest Story
- Campaigning Journalism
- Banner Headline
- Box
- Curtain Raiser
- Editorial

VISUAL

MISE-EN-SCENE:
- Settings & Props
- Costume, Hair & Make-up
- Facial Expressions & Body Language
- Lighting & Colour
- Positioning of Characters & Objects in Frame

LIGHTING:
- Low Key Lighting
- High Key Lighting
- Backlighting
- Key Lighting
- Filler Lighting
- Directional Light

BODY LANGUAGE:
- Facial Expressions
- Body Movement
- Posture
- Gestures
- Eye Contact
- Touch / Space

LANGUAGE

COLOUR:
- Black = power, elegance, mystery
- White = innocence, perfection
- Blue = stability, loyalty, confidence
- Red = romance, danger, willpower
- Green = nature, jealousy, life
- Yellow = cheer, attention, fresh
- Orange = health, wealth, happiness
- Pink = tenderness, sexuality, love
- Purple = royal, arrogant, luxury
- Silver = glamour, grace, technology
- Gold = compassion, courage, magic
- Brown = foundation, security
- Grey = emotionless, conservative

- Leels
- Lang. Features
- Hyperbole
- Imperatives
- Colloquial Lang.
- Slang
- Direct Quotes
- Mode of Address
- High Register
- Low Register
- Accent
- Dialect
- Redundancy
- Entropy
- Context Specific