

# Media Revision Guide

## Case Studies :

**Zoella website** ([www.zoella.co.uk](http://www.zoella.co.uk)) Youtube channel ([www.youtube.co.uk/user/zoella280390](http://www.youtube.co.uk/user/zoella280390)) Twitter (<https://twitter.com/zoella>) Instagram ([www.instagram.com/zoella](http://www.instagram.com/zoella))

**Media Language** - what are the codes and conventions on each website and how do they create meaning to the audience? Analyse all 4 of them, as we have in class.

**Media Representations** - How does Zoella reinforce gender stereotyping? Does she mock female gender identity? What sort of critical reception has Zoella had? How fair are the criticisms and positive endorsements?

**Media Audiences** - What are the psychographics and demographics of Zoella's target audience?

How does she appeal to her audience?

How can audiences participate with Zoella across her online products (websites)?

**Media industries** - How is Zoella a commercial brand? Provide examples to show that she is a brand and a business as opposed to an unknown Youtube.  
What lifestyle values does she present?

### Historical, social and cultural contexts

How has she become an online celebrity sensation? (Discuss the use and rise of new technology within new media)

Does Zoella promote a certain lifestyle and set of values?

**Kim Kardsahsian** game, Website ([www.kimkardashianwest.com](http://www.kimkardashianwest.com)) Facebook page ([www.facebook.com/kimkardashian](http://www.facebook.com/kimkardashian)) Twitter page (<https://twitter.com/kimkardashian?lang>)

### Areas of study :

#### Media Language (as per the knowledge organiser created for homework project)

What is the visual appeal of the game?

How does the narrative have an impact on the player?

What type of characters do we meet and what are they doing?

#### Media representations

Media Representations: femininity and masculinity. What stereotypes appeal in the game and how do they appeal to the target audience? Are there any social groups who aren't

represented? What would the feminist approach be to the game and her social media activity?

### **Media Audiences**

What are the demographics and psychographics, how have they shifted from usual male game players? How can you apply Uses and gratifications to the game? How can this game have a negative effect on the user?

How is the game advertised and how does this appeal to the target audience?

How does she engage the audience through social media?

### **Media Industries**

What effect has the institution had on the KKH game?

What is convergence and how is Kim Kardashian's online presence an example of this?

How are video games regulated and rated? Why is this important?

Has KK been commercially successful?

As a result in the popularity of KKH, what does this tell us about the way the game industry is changing and developing?

### **Historical, social and cultural contexts**

What are the similarities between KK and Lara Croft and Zoella, in terms of their own messages and the similarities of their followers?

By having a game with this narrative what does it tell you about today's society and culture?

How is KK a cultural influencer?

What are the messages conveyed by KK throughout her products?

## **Lara Croft - Lara Croft Go (2015) Video game - TO BE TAUGHT!**

**Media Language** - What are the narrative ingredients of Lara Croft Go? You will need to explore features of storytelling and consider the importance of characters, setting, conflicts and resolutions.

### **Media Representations -**

To what extent does she conform or subvert the stereotype of the female role and identity?

What is her appearance like, what does she wear and how does she behave?

What types of audience does she appeal to?

How are good and evil, time and place represented? Provide examples.

### **Media Audiences -**

Who was the target audience for this game? And why do they use it? (uses and gratifications theory)

How does it fulfil audience needs and desires?

How could it influence audiences?

### **Media Industries -**

Who was responsible for developing and publishing the game? The game is part of a franchise what does this mean? what are the advantages of it being part of a franchise? How successful has this game been in terms of commercial success? Where is it available (which platforms/devices) and how has this made it a success?

### **Historical, social and cultural context**

In terms of gender representation, do you see Lara Croft as an exception or an example of a wider problem within the video game industry?

How does the commercial success of LC compare with KKH?

How does LC influence culture; female gender identity and power: can you compare this to KKH and Zoella?

## **Learn the key concepts and media terminology learnt within the theoretical framework:**

**Media language** (your knowledge organiser as per the homework project)

**Representation**

**Audience**

**Industries**