

Welcome to



STUDIES

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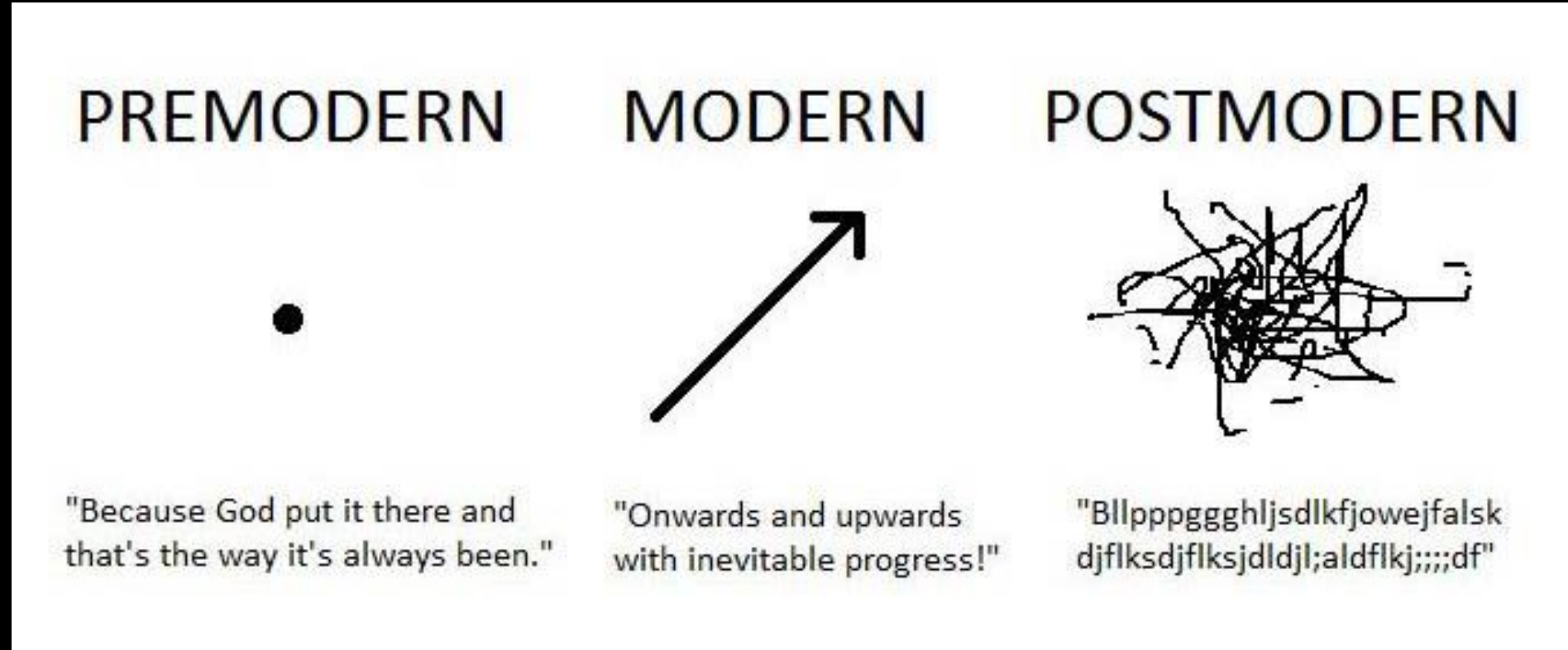


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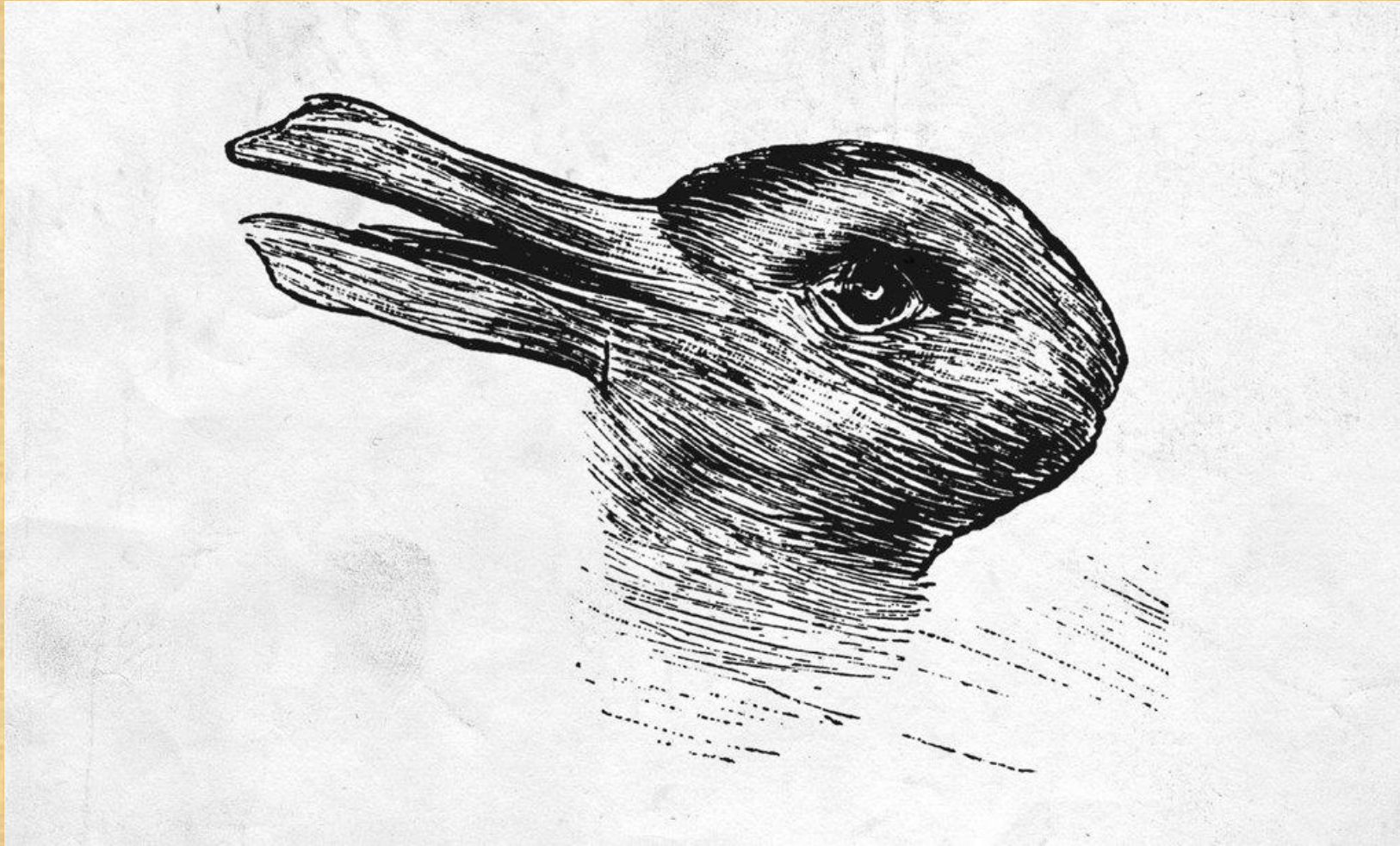
https://www.eduqas.co.uk/qualifications/media-studies-as-a-level/#tab_overview

An Introduction to



POSTMODERNIST MEDIA

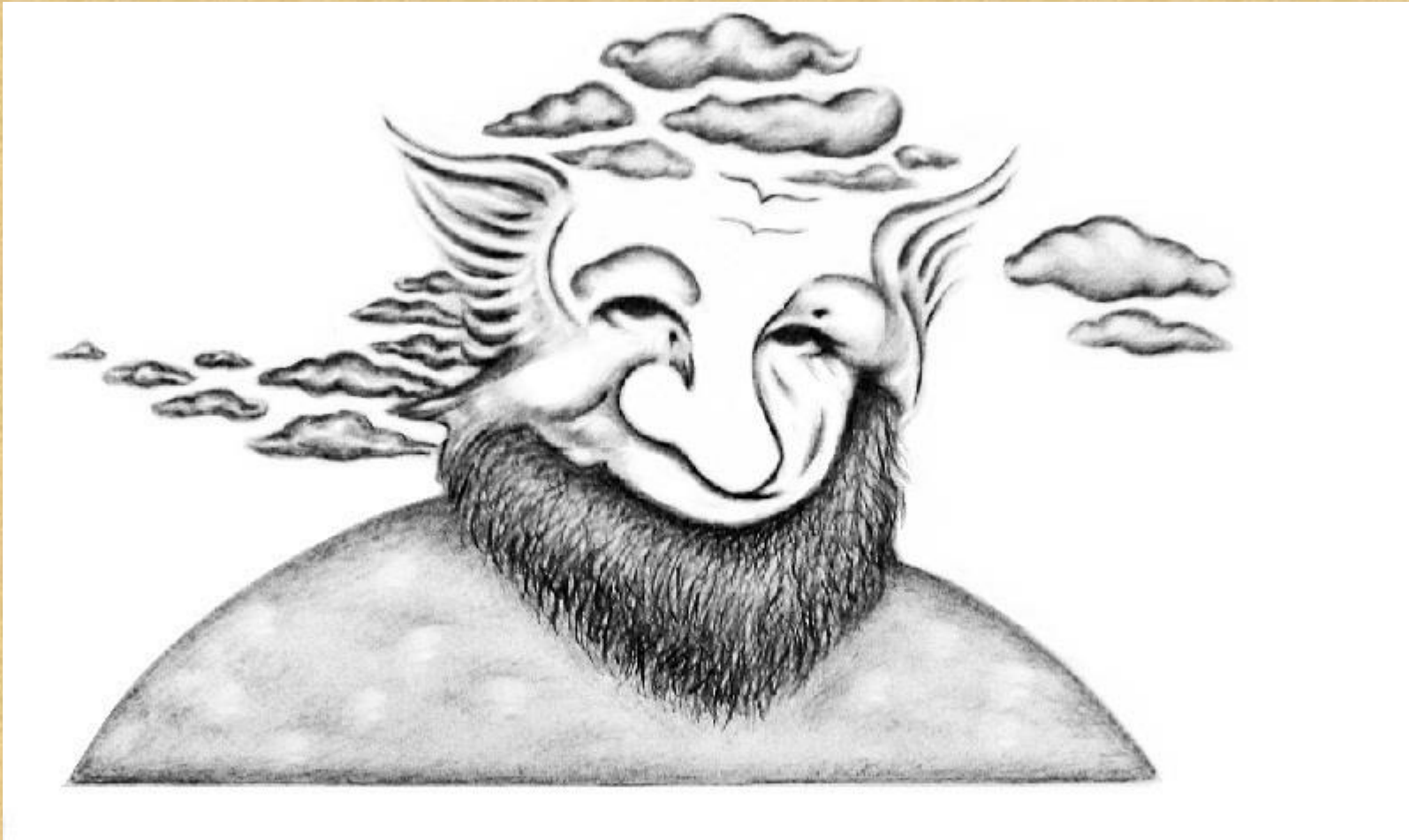
Art History



“The Rabbit that ate the River”

(pen & ink 1925)

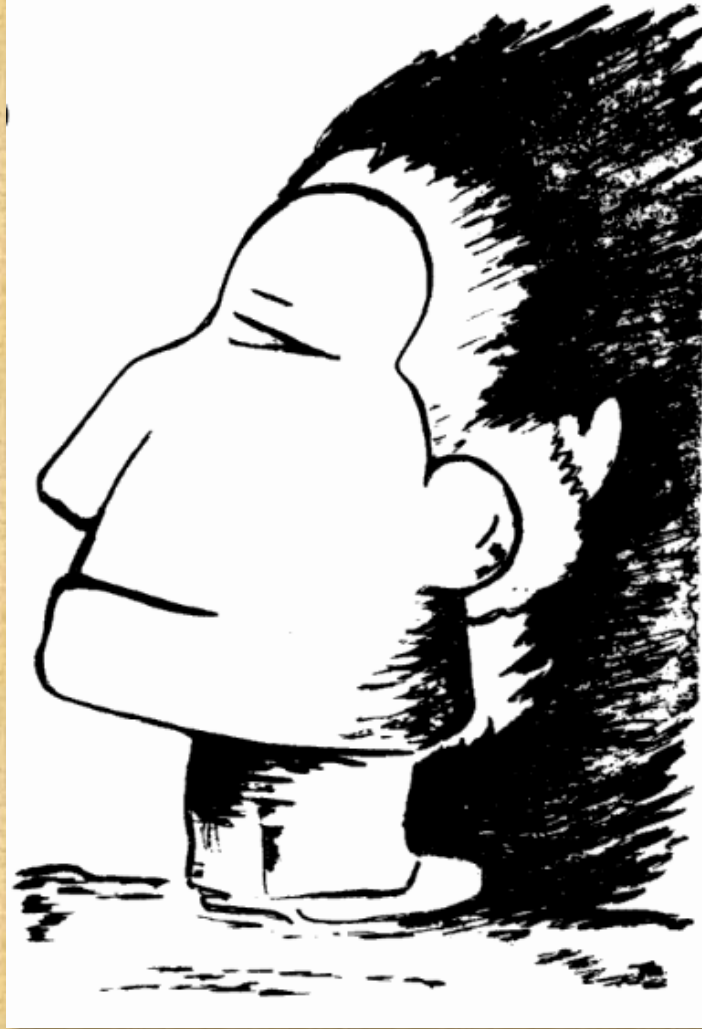
Art History



“The Happiness of Your Soul”?

(Danish Children’s illustration 1938)

Art History



“The Eskimo and the Cave”?

(caricature, Le Figaro, 1963)

The Point?

- I constructed 'reality' for you.
- I communicated to you what was 'real'. By adding in seemingly authentic details (the dates and sources are all fake by the way) I created **verisimilitude** that encouraged my audience (you) to accept a specific **reading** of the images
- The images are deliberately **ambiguous** and without that encouragement, might have been read in *either* way
- Our concept of reality is now influenced, or as some would argue entirely **constructed** by the media that now **saturates** our lives

This links to our *objective* today, which is.....

Objective

- To gain a beginner's understanding of **Post-modernism in the Media**, with particular reference to

**Jean Baudrillard's theory of
"Hyper-reality"**

Problem: Who the hell is **Jean Baudrillard**?

Philosophical Argument

Reality *isn't* objective, it's *subjective* and in the digital age can be influenced heavily by the media.

Do you agree or disagree?

Discuss - You have TWO minutes: Go!



EDUCATED guess time...

...to test your ability to bring your prior knowledge & skills to defining the terminology related to this concept

In **pairs** match each term to what **YOU** consider to be its correct definition. Write the letter of the correct definition in the box.

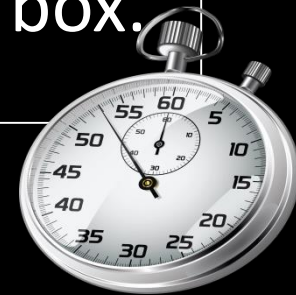
You have **THREE** minutes: Go!

Post-Modernism: Some Defining Terms

To gauge your understanding of the terminology relevant to this critical perspective, can you match up the term to its definition?

Post-Modern <input type="checkbox"/>	Intertextuality <input type="checkbox"/>	Parody <input type="checkbox"/>	Pastiche <input type="checkbox"/>
Hyper-reality <input type="checkbox"/>	Consumer Culture <input type="checkbox"/>	Simulacrum <input type="checkbox"/>	Cultural Capital <input type="checkbox"/>
Signifier & Signified <input type="checkbox"/>	Multi-Accentuality <input type="checkbox"/>	Ideology <input type="checkbox"/>	Homage <input type="checkbox"/>
Bricolage <input type="checkbox"/>	Vernacular <input type="checkbox"/>	Synthesis <input type="checkbox"/>	Irony <input type="checkbox"/>

A. A culture and society in which individual and collective identity is constructed in constant acts of accurate exchange, no utopian charge, according to codes and systems.	B. A historical period in Western culture after the Second World War in which society became dominated by information technology.	C. A situation where an object returns that seems deliberately opposite to what was expected, often with an amusing result.	D. A copy without an original. Usually has been simulated so many times that what we experience is a copy of a copy.
E. The use of what remains and fragments.	F. To copy something in a humorous and ironic way.	G. The diverse use of things about society and culture influenced by the ruling class.	H. To copy something without humor, irony or anything else that distinguishes it from the original.
I. The knowledge and information that forms popular culture, especially in a post-modern society.	J. To make reference to or borrow elements from another media text.	K. The basic unit of social analysis, also known as the foundation and construction of concepts.	L. Construction of a unique made product by joining elements of or concepts from other texts.
M. A copy intended as a tribute and to show respect to the original.	N. The appearance or persistence of reality, but often without substance.	O. The collapse of the distinction between the real and simulated.	P. The combination of components or elements to form a connected whole.



Post-Modernism: Some Imagery



Bricolage?



Monet

Pastiche? Parody? Or Homage?



Magritte's Pipe

"Ceci n'est pas une pipe."
"This is not a Pipe"

-but why the contradiction
between text and image?
What's his point?

Ceci n'est pas une pipe.



Banksy!



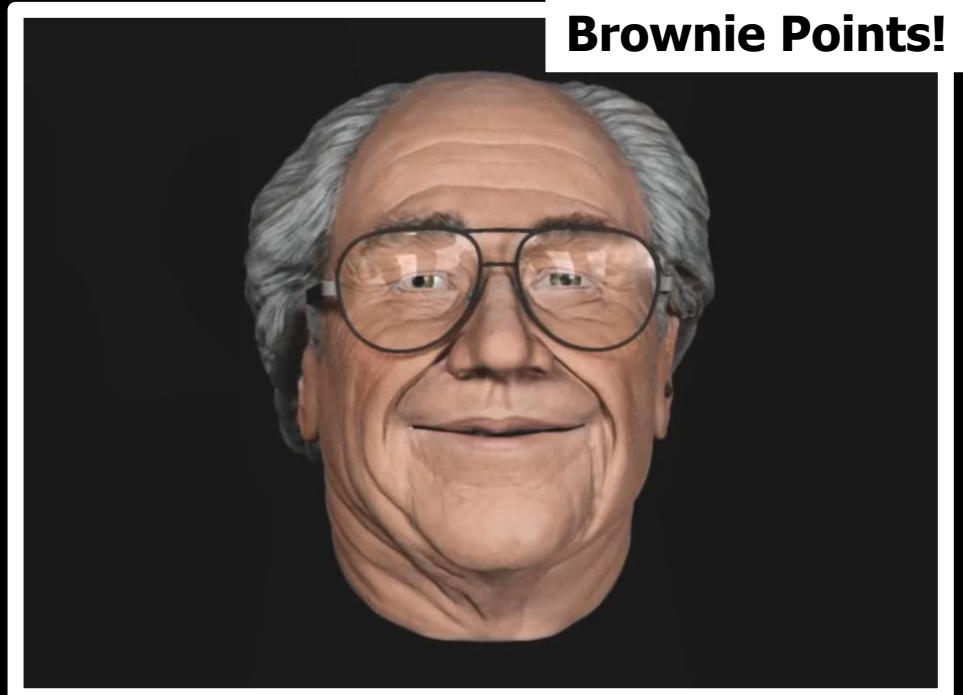
“Hyper-Reality”

Take a look at the **factsheet** in your booklet. Because our lives are now **saturated** by the media, Baudrillard insists we currently live in a world of **HYPER-REALITY**.

“The media represents a world that is more real than reality that we can experience. People lose the ability to distinguish between reality and fantasy. They also begin to engage with the fantasy without realising what it is.”

In other words, the line between what is **REAL** and what is **CONSTRUCTED** is becoming more and more blurred.

Brownie Points!



Why is this image an excellent illustration of Baudrillard’s theory?

"Hyper-Reality"

e.g.



is a simulacrum.

It is not based on the actual day to day work of the police, but is a composite based on many different TV Cop shows from the past.

*It bears almost no relation to the **reality** of police work.*

BAUDRILLARD CAN BE EXPLAINED WITH ORANGES



REALITY

The **genuine** article as experienced in the real world outside of media representations.

The construct is trying to be a **faithful reflection** of a basic reality.



HEIGHTENED REALITY

The media has always constructed a **version of reality** ('mediated'); often the version portrayed will be a concentrated, (like the juice!) **idealised** version of reality. There are still links to the 'true' reality however.

The construct has masked and **perverted** a basic reality.



SIMULACRUM

Made with only 4% real fruit! The simulacrum gives the **appearance of being genuine**, but is actually **artificial** and bears very little resemblance to the real thing.

The construct now masks the fact that the basic reality is **absent!**



HYPER-REALITY

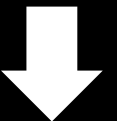
The media has become so **saturated** with simulacra that we as consumers can no longer distinguish between the original and the constructed meaning we are given through repeated representations.

The constructs bears no relation to the reality whatsoever: it has been replaced by pure **simulation.**

REALITY ←

→ CONSTRUCT

...in Action



Alternative
LINK

Reality and Hyper-Reality

Having watched the Dove Evolution advert consider the following:

- What is the **purpose** of the video?
- How does the video relate to the idea of **media and reality**?

THREE minutes: Go!



REAL vs SIMULACRA

Which do
most people
prefer?

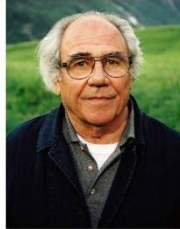
WHY?



The KEY SIGNS of a POSTMODERN Text

- Pastiche:
- Homage – *respectful* Pastiche
- Parody – *disrespectful* Pastiche!
- Irony, black humour
- Intertextuality
- Generic blurring/Hybridity
- Self-Reflexivity
- Magical Realism

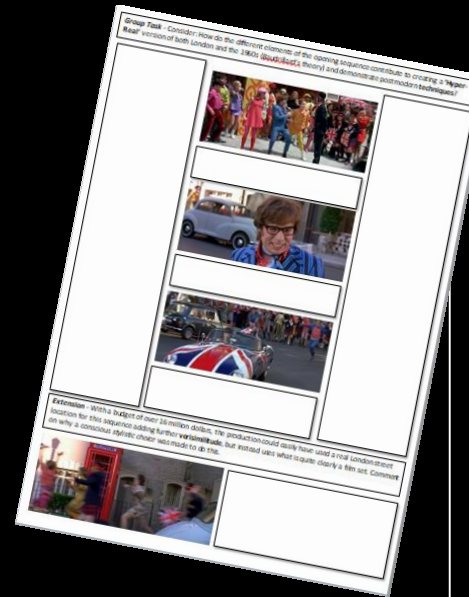
CONSIDERING POSTMODERN MEDIA TEXTS

Key Elements of Post-Modern products Pastiche Many postmodern texts combine, or "paste" elements of previous genres and styles to create a new voice. These are often 'tongue in cheek' (a feeling that it is aware it is referencing another media text) or pay homage to a previous work, e.g. the music video for <i>Buddy Holly</i> by Weezer. Irony, black humour, Parody Postmodern texts will often treat serious social issues or historical events in a purposely inaccurate manner to create a point or be humorous. The bounds of 'taste' or what is considered 'acceptable' might also be challenged. Intertextuality An important element of postmodernism is its acknowledgment of previous media works. These are often re-worked in a way that audience recognise and find clever. Intertextuality is often used in products such as music videos. <i>The Simpsons</i> is a product that illustrates this concept. Generic blurring/ hybridity Mixing genres to create "new" experiences for the audience or to experiment with forms and meanings. In simple terms, the 'Mash-Up'. Self-Reflexivity 'Breaking the Fourth Wall' (acknowledging the presence of the audience), referencing the way in which the product is created or highlighting the fact the product is a created text. Magical Realism Arguably the most important postmodern technique, magical realism is the introduction of fantastic or impossible elements into a narrative that is otherwise normal (e.g. <i>Supergirl</i>)	Key Theory Jean Baudrillard – 'Hyper-Reality'  <p>Baudrillard claims that the distinction between media and reality has collapsed, and we now live in a reality defined by images and representations. All ideas of the 'truth' are just competing claims and what we believe to be the truth is just the majority agreement as expressed through the media. He suggests that because the lines between reality and the media have become blurred, we now live in a state of Hyper-reality, 'a condition in which "reality" has been replaced by simulacra'. This is because our lives are now saturated (flooded) with symbols and representations in the media that encourage us to believe the construct instead of the reality.</p> Simulacra When a sign loses its relation to reality , and instead becomes a simulation . Simulation The process in which a representation of something comes to replace the thing which is actually being represented . The representation then becomes more important than 'the real thing' . This happens especially in film and reality TV or celebrity magazines. Hyper-Reality The division between the real and the simulation has collapsed . The symbol has replaced the original as what is 'true'. <i>(people) "... seek happiness and fulfilment through the simulacra of reality – e.g. media, and avoid contact/interaction with the real world"</i> Jean Baudrillard
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Group Task



Austin Powers: International Man of Mystery (1997)



Let's have a go at
deconstructing
an unseen Post-
Modern text.

(Yeah baby!)

Group Task



Group Task – Consider:

How do the different elements of the opening sequence contribute to creating a ‘**Hyper-Real**’ version of both **London** and the **1960s** (Baudrillard’s theory) and demonstrate postmodern **techniques**?

Draw your ideas from the featured clip and the **key frames** on the analysis sheet.

Group Task

*Let's consider those Key Signs of **Postmodernism**:*

- Pastiche - Parody/Homage?
- Irony?
- Self-Reflexivity?
- Genre blurring/Bricolage?
- Intertextuality/?
- Magical Realism?

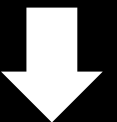
A postmodern text doesn't have to feature all of these.

Where can these be seen?

- Costume/Setting/Props?
- Action/Representation/Stereotypes?



unseen Post-Modern text



Alternative
LINK

Final Discussion

How widespread is
Postmodern media?
What examples can you
think of?

Discuss - You have TWO minutes: Go!





The
SUMMER
Task.

THE SUMMER TASK

- There are **FOUR** Tasks to complete over the Summer.
- These will need to be submitted at the start of your first lesson in September.

Use the materials provided in your booklet to help you complete these tasks.

SUMMER TRANSITION TASKS

Following the A Level Media Studies taster session you have attended in which we began to explore the concept of Postmodernism in the Media, the tasks in this section of the booklet should be completed over the summer and handed in at the start of your first lesson in September.

These tasks will not be given a numerical mark, but you will be provided with feedback on the quality of your communication and your initial understanding of the concepts introduced, as well as your effort and attention to detail in completing them to your best possible standard.

Copies of the materials from the taster session are available on the media studies induction page, as well as the links you will need to media resources you will need to complete these tasks.

TASK ONE: Exploring Postmodern TV

Your first task relates to the trailer for the Netflix series *Stranger Things 2*.

The trailer can be viewed via YouTube here:

<https://www.youtube.com/watch?v=FIppndVieA>

Task: Watch the trailer for *Stranger Things 2* and write a response of 600 words [approx.] exploring how the trailer might be considered Postmodern, based on its use of the 'key elements' (irony, genre blurring, pastiche, etc.) Baudrillard identifies.

(the full list of 'key elements' can be found on page 6 of this booklet)

[illegible]

THE SUMMER TASK

Here are the direct weblinks you will need to complete the tasks. These will also be available on the Media Studies induction page

- **Task One:** *Stranger Things 2* trailer – <https://www.youtube.com/watch?v=FlEppdeVieA>
- **Task Four:** Further reading – <https://www.studiobinder.com/blog/what-is-postmodernism-definition/>

A copy of the powerpoint will also be available on the induction page to further assist you.

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THANK YOU
See you in September!

