



InfoSheets: Vol 3

1. Identity 2: *Communities and Collective Identities* (available Sept 2015)
2. Science Fiction: *a genre case study* (available Oct 2015)
3. New and Digital Media: *Audience and Institution Issues and Debates* (available Nov 2015)
4. News Concepts: *from news sourcing to news agendas* (available Jan 2016)
5. Feature Articles: *defining and constructing this popular format* (available Jan 2016)

InfoSheets: Covering contemporary media issues and debates

Videographies and bibliographies: curated clips, documentaries, links to articles and other web resources covering key concepts and topics - updated regularly

Off the Shelf Resources Include:

- Media Concept Quizzes and other student activities;
- Introductions to Marxism, Post-Feminism, Post-Modernism, Audience theory, Identities, Representation, Gender Theory, Masculine Identities, Representation of Masculinity etc.

Other resources Tailor Made to your specifications

Off the Shelf and Tailor Made resources are individually priced - email for more details

InfoSheets from the archive - £6 each

Current InfoSheets - £8.00 each

Annual Subscription - £35.00

(includes 5 current InfoSheets, access to all online resource lists)

Free Gift.

First time subscribers can choose three free InfoSheets from the archive

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Vol 1

1. **The X Factor:** A conceptual analysis of The X Factor applying media concepts and integrating theories with contextual research and textual analysis. For higher level students, the postmodern nature of the show is considered. Note: the examples are from the 2009 series of The X Factor but the analytical ideas are still valid (download for free at www.albionmill.org.uk).
2. **Crispello:** A case study on using gender in marketing. Useful when considering representation and ideas around audience as well as considering how to target audiences in practical productions (download for free at www.albionmill.org.uk).
3. **The Great British Bake Off:** A consideration of ideas about national identity for higher level students but also the placing of the show in its generic context and ideas about audience gratifications makes this an ideal introduction to conceptual analysis.
4. **Gaming: Narratives and Audiences:** A look at the development of narrative in gaming (using *Heavy Rain* and *The Walking Dead* as examples) and a consideration of the impact on audience experiences (with a nod to effects theory debates).
5. **Gaming: Planetside 2:** A case study on the marketing of an online game covering a range of conceptual issues including targeting specialised and fragmented audiences and using e-media as a marketing tool.

Vol 2

1. **The Media and Identity:** The application of some of the newer approaches to audience considering contemporary audiences' relationships with the media in terms of the construction of identity.
2. **Analysing Web Sites:** Analysing the construction of websites and considering web conventions and genre in relation to audience expectations and gratifications. Ideal as an exercise to aid planning for website production.
3. **Here is the News:** A case study on BBC News broadcasting considering agenda setting, story selection and appealing to audiences.
4. **Naturalisation in Action:** Using practical analysis to demonstrate Barthes' ideas at work. Drawing on semiotics, this is a good introduction to effects theory and ideas about the power of the media suitable for AS and A2 students.
5. **How Does Comedy Work?:** The application of a range of conceptual theories to help discuss how sit-coms manage to make people laugh.