

## Intro to Screen Studies

### Reality TV Analysis in Popcorn Maker

For this assignment, your task is to perform an ideological analysis of a clip from a TV show using the online tool Popcorn Maker, drawing upon your readings and class discussions.

You will have five video clips from which to choose; you only need to choose **one**.

As you examine your chosen clip, consider the following:

- How is reality mediated and processed in this example?
- What's left out, and what's deliberately included?
- What mode(s) of representation is utilized? What role does it play in the way that reality is presented to us?
- What kind of historical world is constructed in this clip?
- What ideological beliefs are reflected in the world constructed in this clip? Do they represent dominant ideology? Do you see any examples where dominant ideology is challenged?

As we're discussing in class, **dominant ideology** is those ideals and values shared by groups in power in a society. These beliefs and values are typically associated with power, whether it's social, economic, or political power. So, consider the values and ideals that are represented in the clip you watch, and pay particular attention to formal elements like mise-en-scene and cinematography as well.

Areas of ideology you can consider are (but there are certainly more):

- |                         |                         |
|-------------------------|-------------------------|
| • Economic class        | • Age                   |
| • Gender                | • Definition of success |
| • Race/Ethnicity        | • Family and tradition  |
| • Political affiliation | • Ability/disability    |

Whose reality is reflected in this show? What kind of ideal is presented? What does it mean to be happy or successful in this world? To be sad? What kinds of values are embedded in the sets and props, or who does the camera seem to favor? Who is reflected in a positive or negative light, and what does that tell us about the values or beliefs the show is projecting?

Then, you will create "pop-up" text annotations that you place directly on your video clip at precise moments to convey your observations. In essence, you're creating a "pop-up" video essay.

### REQUIREMENTS

- Minimum of 20-25 pithy comments throughout the clip
- Must include at least TWO QUOTES from relevant class readings as evidence of your points. These are expected to come from the readings dealing specifically with TV.
- The most successful projects will offer original observations that show you're asking your own questions. They'll do more than simply answer the questions above in order, but instead show that you're developing your own, cohesive argument
- Keep in mind that ideology is about **beliefs** and **values** that are associated with power, politics, and economics. So, avoid saying things like "the mise-en-scene is exciting"; exciting is an emotion, not a value or belief. Instead, mise-en-scene might reflect a value of upper-class wealth, or a value of youthfulness, or the value of a wholesome nuclear family.

(SEE OVER FOR POPCORN MAKER INSTRUCTIONS AND VIDEO OPTIONS)

## THE HOW:

We will use Mozilla Popcorn Maker (<https://popcorn.webmaker.org/>) for this project.

1. Click "Start a Project" (or watch the tutorial for additional help)
  2. Click "Sign in to Save" at the very top. You'll need to create an account in order to save your project, so follow the provided instructions to do that.
  3. Go to the "Media" tab on the right hand side. Under "My Media," paste in a new link of your TV clip. Choose ONE of the clips below:
    - a. **Rachael Ray Thanksgiving cooking show**  
<http://www.youtube.com/watch?v=dxOg1nYXBBs>
    - b. **ABC News segment on the Newtown shooting**  
<http://www.youtube.com/watch?v=6X7cVDxYd6A>
    - c. **America's Next Top Model reality show**  
[http://www.youtube.com/watch?v=jNIPo\\_YSNW4](http://www.youtube.com/watch?v=jNIPo_YSNW4)
    - d. **Bud Light Superbowl ad news segment**  
[http://www.youtube.com/watch?v=462\\_l01lgq0](http://www.youtube.com/watch?v=462_l01lgq0)
    - e. **Mama June (*Here Comes Honey Boo Boo*) on Wendy Williams talk show**  
<http://www.youtube.com/watch?v=L9tpbbZGQsY>
- Paste it in and click "Create Media." It will show up in the Media Gallery; drag it onto the canvas.
4. Click on "Events" at the top. As you play through the scene (and you can use the playhead right above the timeline – the green dot), drag "Popup" from the right hand menu onto the video. Type directly into the popup to add your commentary.
  5. You can adjust the duration of the popup by dragging the handles in the timeline, and you can move it around the timeline to change the point at which it appears.
  6. When you're done, click the "Project" tab in the upper right hand corner, copy the link, and paste it into the appropriate Assignment on Canvas