



Identity, Representation, and the Media.

Submission date 20/11/20



Technological University Dublin

Introduction to Digital Media

Assessment 1: Report

Link to artefact

<https://youtu.be/gsjjR1oNfOw>

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1. INTRODUCTION

Our goal in this assignment is to produce a visual piece of media on our topic and to provide our audience with an accessible, engaging and thought provoking finished product. We researched and examined communities and genders that are being represented today in the media and how this may have evolved. We all branched out to do individual research. Alex looked at what representation and identity meant in our media today, while Kevin delved into the LGBTQ+ community and the media industry. Jurate investigated the disabled community and finally Iqrah looked at the South Asian people and culture and how they have been represented in the media.

1.1 PROJECT AIMS

The aim of our project is to compile the information gathered on our individual research as well as the statistics, articles and websites that reinforced our first thoughts on the topic.

Another aim was to distribute a video under the time limit and to educate our target audience by providing exact information on the subject - that in some cases, minorities are misrepresented and viewed by the public with labels and stereotypes in mind.

Finally, the last aim is to fully complete the accompanying report by the due date.

1.2 SCOPE OF THE PROJECT

The critical areas we will look at include - the breakdown of Identity, representation and the media, different communities being portrayed inaccurately such as people with disabilities and South Asian people. Also, we will cover male dominance in the industry and how all these topics may have evolved over time.

Our topic is such a broad subject which we were all passionate about. Unfortunately, this meant it was impossible to cover every aspect that we wanted to. We had to excluded information we initially researched on Islamophobia and the representation of Jesus, as it did not flow accordingly.

It was difficult to create our group assignment online individually, as we were restricted with human contact. Also, to condense all the information researched into a six-minute video proved challenging.

1.3 PROJECT REQUIREMENTS

The conditions of the brief are:

To create a video or a podcast,

introduce your topic,

Describe what it is in a way that is easy to understand,

Explain how the topic fits into the evolution of digital media,

Explain in relation to the role of media in society,

Give our opinions on the topic,

The assignment must be submitted by the 20th of November. Collectively we decided to create a video as we felt it would engage more with the audience to have a visual representation of our topic.

1.4 CONTEXT

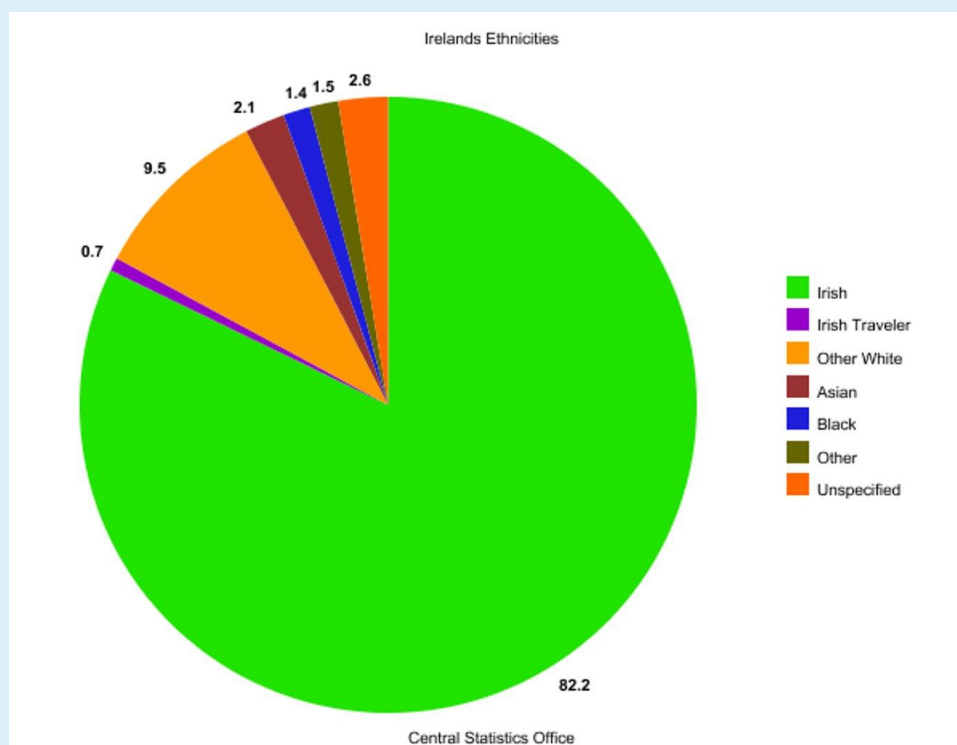
Historically, the Media was controlled by few powerful people. Contrast with the present day, we are now creating this project in 2020, as we have a global communication network where everyone has a voice and can give an exact depiction of their identity. This is the shifting context in which we have set our research and our project.

1.5 TYPICAL USERS

Our key demographic audience will be the class lecturer and peers. The type of people to watch our video would be those who want to understand the importance of Identity and representation, also closed captions are available so it is more accessible to all people.

2. RESEARCH

Collectively, we wanted to explore the different ethnicities of people living in Ireland and delve deeper into how they were being represented in the Media. The CSO (Central Statistics office) provided this information. This helped to shape our final video and the information we used. We created a pie chart below from our findings. (Ireland, 2020)



Jurate commenced her research on representation of people with disabilities on Google scholar, selecting a few relevant search terms and reading around the subject. She saved a few articles and found a direction for her part of video. After collecting enough of information, she started to write quotes and her ideas in a Microsoft Word document.

In the preliminary research Alexander analysed the representation of Jesus, Islamophobia, and an uncomplicated definition of our chosen topic. He explored online for articles, websites, and statistics to prove his research. During the research process. Alexander became aware it was comprehensive information for the topics, so he focused his attention to break down the definition of our chosen topic and how it has evolved to present day, as 4.5 billion have access to the internet (Clement, 2020).

Iqrah's started off with looking at how Asians were portrayed in the media. She researched various articles about individuals talking about their experiences within media. As the research went on, she found subtle ways of how the media was changing their perceptions on Asians and slowly starting to portray them correctly.

Kevin's Initial research was looking at representation and the LGBTQIA community. Using online information to help gather information on the progression of representation in this area. As this research went on it became clear that this area would be too broad for the short video and a switch in topic idea should be needed. This switch was to women being represented in the media. Panel shows in the UK became the focus of this research as facts emerged that only since 2014 it was compulsory that at least one woman must be part of all panel shows (Cooke, 2014).

2.1 DIVISION OF TASKS

We discussed our division of work on the project and without any difficulties we apportioned tasks. All of us had to do some research, write a script, and record it on video. Then we had to compress it and send it to Kevin for editing.

Our breakdown of additional tasks was as follows

Jurate & Alexander, write and collaborate of the report.

Iqrah, find accompanying music and collect all the references.

Kevin, collect all the clips from the other members and edit them in the final video.

3. PRODUCTION PROCESS

Before production began, we needed to discuss our goals for the video. We discussed what we wanted to submit for our final video, and what our final message would be. We then broke down the various stages of the production process to get a clearer view on our assignment.

3.1 PRE-PRODUCTION

We used group sessions to discuss our own personal aims and objectives with the project. We knew this was a group task and it was vital that everyone had a voice. It was clear from the beginning that everyone had the same point of view and opinions about representation in the media. We discussed and brainstormed at length our thoughts about the route our video should take and the research that should be done. After this we separated and delved deeper into our own individual research headings.

Alexander chose definition of Identity, Representation in the Media, and evolution.

Iqrah, stereotypes and representation of |Asians.

Kevin, representation of LGBTQIA.

Jurate, representation and disability.

After the research, everyone started to add statistics and figures and other information on the shared PowerPoint and created the script outline. During the meeting, all members talked about their objective and defined what sections in the slides to extend and what to reduce to fit the required time, keeping in the most relevant information for the topic.

3.2 PRODUCTION

From our pre-production stage we knew that for our final product we wanted to have a video about our topic. After all the research was obtained and we were happy with the topics that would be including in our finished video we set up our cameras and started the filming. Individually we recorded ourselves and read from the scripts that were produced in pre-production. This was to ensure easier editing in post-production.

3.3 POST-PRODUCTION

After all the videos were recorded, they were sent to Kevin for editing. Some clips needed to be shortened and cut due to time constraints. The sequence had to be created to ensure there was an overall flow to the video. Images were obtained online and added to the video to help breakaway from shots and give an extra visual element to our piece.

Jurate and Alexander commenced the report. Alexander took the section 1, while Jurate worked from section 2. Everyone in the group collaborated on completing and finishing the report.

4. CHALLENGES FACED

Doing a group project without being able to physically meet up was the first challenge the group had. Having a topic that everyone was so passionate was a great benefit to the project, but this meant a lot of research done had to be left out of the final product because of time constraints.

Jurate took a few filming takes because the first time, after she recorded her video, she noticed that audio was exceptionally low, so she decided to record again. That time she used a clip-on microphone for better sound quality.

Iqrah had difficulty finding a medium to record her videos and to have them in similar quality as the rest of the group.

Using Microsoft Word OneDrive limited some of the work as it did not create a table of contents etc...

5. HARDWARE AND SOFTWARE TOOLS USED

Jurate used Nikon D750 camera and daylight balanced studio lights and Adobe Premiere Pro software.

Alexander used the iPhone X for filming and edited the clips on the album editing software.

Iqrah used Dell laptop and Acer laptop

Kevin used MacBook pro 2020 for filming. Edited all clips together using the app 'InShot' for mobile then uploaded to MacBook and further edited with iMovie. Uploaded to YouTube and automatic closed captions were added from YouTube software but later editing was applied.

6 FILE FORMATS AND COMPRESSION INFORMATION

After editing was complete the final video was saved as a .MOV. This was to ensure that both Mac and Windows computers would be able to play the video with QuickTime Player. The video was then uploaded to YouTube for an even more accessible way to watch.

7. REFERENCES

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8 APPENDICES

Appendix A:

Here is the link to our finished video:

<https://youtu.be/gsjR1oNfOw>

Appendix B:

Here is a link to our PowerPoint slides which shows our script and structure of the project. This is where we brainstormed and produced our topic headings as well as the sequence of our video

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