

Media is all about

RAILING:

Representations

Audiences

Institutions

Language (Forms, Codes & Conventions)

Institutions

Narrative

Genre

"C&Cs"

For **Camerawork/cinematography**

use CAMPS:

Composition & framing (rule of 3rds)

Angle (high, low, canted/Dutch)

Movement (zoom, pan, tilt, dolly)

Position

Shot type (e.g. WS, LS, MS MCU, CU, ECU, POV)

Head = CU Headn'

Shoulders=MCU

Waist upwards = Medium shot

Editing straight cut vs jump cut;
Continuity editing = straight cutting
(Hollywood style)

vs: fades, dissolves, wipes

Cutaway

rhythm, pace;

graphic and action match cuts

angle/reverse angle

eyeline match

YEAR 12 MEDIA REVISION MAT

Part 1

LANGUAGE for moving image
texts: look at how the following
help to communicate the
message and add impact

MCESS:

Mise en scène

Camerawork

Editing

Special Effects (CGI etc)

Sound

Sound

Diegetic

Non- diegetic

Ambient

Foley

dialogue

Sound bridge

FX

For **Mise en scène**, analyze
the construction of :

Locations

Iconography: objects (visual
signifiers) that have instant
associations with a certain
genre.

Props

Costumes

Lighting

Atmosphere

Make-up

'LANGUAGE', FORMS CODES & CONVENTIONS

Print C&Cs: LITTI: **layout**, **image** ("visual codes"),
typography ("typographical codes", **text** ("textual
codes"- e.g. puns, alliteration) **institutional codes**

masthead

banner

caption

anchoring

typeface (serif/ **sans-serif**)

colour palette

layout

house style

mode of address (formal/
informal)

coverline

by-line

broadsheet vs tabloid

tabloid = 'red top'

puff, starburst

gutter

Spread

bleed

strapline

pull-quote

subhead, cross-head

drop cap

sidebar

wrapped text

Website codes & conventions

dropdown menus

tabs

navigation bar

thumbnail images (thumbnails)

white /negative space

banner ad

icons

(hyper)links

interactive content

forums & message-boards

social media

cross-media/ multimedia content

photo /video gallery, audio clips

merchandizing

house style

YEAR 12 MEDIA REVISION MAT part 2

Iconography = a set of objects (visual signifiers) associated with a particular genre
denotation & connotation
Genre: hybrid vs pure; repetition & difference (Neale)
stereotypes vs countertypes



Audience segmentation

GEARS:

Gender
Ethnicity
Age
Region
Socio-economic group

Young & Rubicam's
Y&R 4Cs Model : (MARS)

Mainstreamers
Aspirers
Reformers
Succeeders

(Male) Gaze

Industry & Institutions

production, marketing, distribution
OFCOM, ASA, IPSO (Leveson)
RAJAR, BARB, ABC
regulation & control BBFC
commercial vs non-commercial (public)
PSB
BBC charter: PSB's remit: 'inform educate entertain'
diversity agenda
ratings (ratings-chasing)
audience share
Infotainment
dumbing down
non-linear (off-line) broadcast
on demand services
streaming

Audience theories

Active vs passive mass vs niche

Fragmentation
demographic

Hypodermic Needle Model:

MEDIA EFFECTS MODEL

indoctrination, manipulation- propaganda, & advertising

Bandura's Bobo Doll experiment

War of the Worlds 1938

Uses & Gratifications Model (Blumler & Katz)

Maslow's Hierarchy of Needs

Cultivation Theory (Gerbner)

Mean World Syndrome (Gerbner)

Moral Panics (Stanley Cohen)

Postmodernism

Nothing is original - so it's all about:
Imitation, borrowing, reinvention
parody, pastiche, bricolage, self-reflection, intertextuality, blurring of opposites, form over content, mix of low & high culture, hybridity

Uses & Gratifications Model (U&G)

Blumler & Katz (PIES)

Personal identity
Information
Entertainment
Social interaction

Media reception models

Convergence of 3 traditional media platforms:
broadcast, print, e-media

hegemony vs pluralism

Stuart Hall: 3 readings model
oppositional, negotiated, dominant
Encoding & decoding

Narrative

Levi-Strauss: binary opposites
Propp – 8 character types
Todorov – 3 part structure (equilibrium, disruption, resolution)
utopia ☺ vs dystopia ☹
multi/ single strand
linear/non-linear
disjointed, fragmented
enigma narrative
cliffhanger
long form/ short form
narrative framing

Dyer's Utopian Solutions / Pleasures Model

media provides gratification through escape, diversion, or fantasy to counteract the dull routine of normal life,

synergy
brand loyalty
USP

brand identity/values
tagline/slogan / motto

Audience/product positioning
merchandizing
celebrity endorsement
product placement