

General Media Conventions

Codes and Conventions

System of signs to help create meaning.

Symbolic Codes

Setting, mise-en-scene, acting, colour

Technical Codes

Cameras work, editing, audio, lighting,

Written Codes

Print language, spoken language.

Conventions

Form conventions, story conventions, genre

conventions.

Genre

The music type

Character types

Propps, protagonist, binary oppositions with

the TV show.

Historical, Social and Cultural

Contexts

One Direction:

Looking at Pop Music and Boy Bands, tv

reality show winners versus the

supposedly 'authentic' indie bands and

rap artists.

Artic Monkeys:

Compare to key events of popular music

such as the Beatles forming their own

record label and the rejection of stadium

and pomp rock by the punk explosion.

Tony Blackburn:

Roles of radio in an online landscape

drawing comparison to Apple Beats 1

Radio and other streaming services.

Beats 1 Radio:

Contrast to the launch of Radio 1 and the

understanding of historical development

of radio.



Knowledge Organiser: CSP Radio & Music Videos

Media Audiences

Mode of address

The way a media product 'speaks' to its audience.

Demographics

The characteristics and make-up of a sample of the

population, eg age, gender, nationality.

Active audience

Audiences that, rather than sitting passively in front of a

media product, positively interact with what they are

seeing and hearing

Passive audience

An audience that just observe events rather than actively

respond to it.

NRS: Social Demographic Scale

A system of demographic classification used in the UK.

Psychographic Demographic

Information based on audiences habits, hobbies and

values.

Uses & Gratification Theory

An approach to understanding why and how people

actively seek out specific media to satisfy specific needs.

Media Industries

Production Company

A company that produces the radio show or music video

Syco

Simon Cowells record company

BBC

British Broadcasting Company

BBFC

British Board of Film Classification

Apple

American multinational technology company.