

General Media Conventions

Codes and Conventions

System of signs to help create meaning.

Symbolic Codes

Setting, mise-en-scene, acting, colour

Technical Codes

Camerawork, editing, audio, lighting,

Written Codes

Print language, spoken language.

Conventions

Form conventions, story conventions, genre conventions.

Genre

A style or category of art, music or literature.

Narrative Structure

The order and the manner in which a narrative is presented to the reader, listener or viewer.

Intertextuality

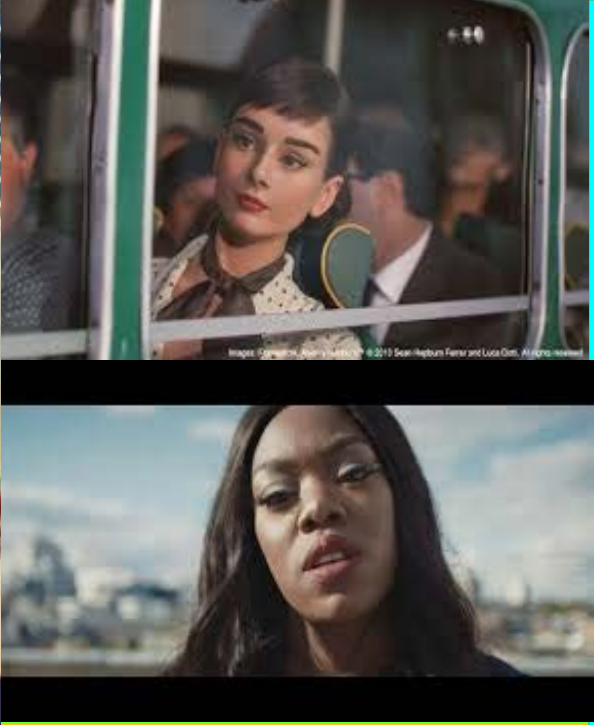
The process by which meanings from one text becomes part of, or refer to another.

Character types

Propps, protagonist, binary oppositions within the TV show.

Messages, Values & Beliefs

System of ideas.



**Knowledge Organiser:
CSP Advertising & Marketing**

Media Representation

Femininity

A set of attributes, behaviours, and roles associated with girls and women.

Masculinity

Possession of qualities traditionally associated with men; handsome, muscled, driven

Social groups

Upper, Middle, Lower class social groups represented within the TV show.

Stereotypes

A widely held but fixed and oversimplified image of idea of a particular type of person.

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.

Historical, Social and Cultural Contexts

NHS Advert

Raises issues about the social function of some promotional products and the impact they can have on behaviour, attitudes and beliefs.

Galaxy Advert

Understand the powerful influence of changing social values and beliefs on advertisements.

OMO Advert

How political changes played a role in the developments that have made this advertisements seem outdated and unusual, especially in terms of gender representation.