

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

The TV or Film type

Hybridity

Combination of three genres

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.



**Knowledge Organiser:
CSP Television & Film**

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 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.

Fantasy Genre

How is this represented within Class & Dr Who?

Stereotypes

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

Teenagers

How are teenagers represented in Dr Who and Class?

Media Industries

Production Company

A company that produces films and television shows.

Production Budget

Production budget calculates the number of units the production company create the Film or TV show.

BBC

British Broadcasting Company

BBFC

British Board of Film Classification

Historical, Social and Cultural Contexts

Dr Who v's Class

How do both the shows reflect society and culture at the time of production? Similarities and differences between these shows in terms of when they were produced?

BBC3

Online viewing platform only

BBC

First channel on British Television