

Year 10 Knowledge Organiser

MEDIA LANGUAGE

Code – Code in media is what gives the product / text meaning. It is a sign that allows the viewer to determine what something is supposed to mean.



Headline (Vogue) – tells you the brand that has made the magazine and makes it stand out.

Cover Image (Victoria Beckham) – relates to what the magazine is going to be about.

Extra information – provides more information on what is covered in the magazine.

Main cover line – specifies what is covered in the magazine and more information about it.

This tells the audience what the magazine is about and shows them what is involved.

Anchorage – Words used to attach meaning to a specific topic or thing through matching words to images.



This is an example of anchorage as there is an image of a Muslim and the maniac who did the crime. The words in the article link to the images, most texts would include writing and images that link together as it helps the audience understand the meaning so they don't all have different interpretations of it.

Sign – Anything that communicates a meaning that is not the sign itself.



This is an example of a sign as the colours used communicate to the audience that women are always associated with the colour pink as it is seen as a feminine colour. Pink is a colour that means romance, charming, sweet and feminine – linking to the advert as the woman is posed in a way to make herself look sweet and charming.

Icon – An icon is a small image that represents a company/brand or an application.



These are examples of social media icons. Icons make it easier for the audience to find a company's app due to them having a specific image related to them. The colours attract the audience and help them easily locate the app.

Symbol – Something that creates a meaning behind a media product / text due to the images or text used



The magazine is about makeup and posing with bold makeup.

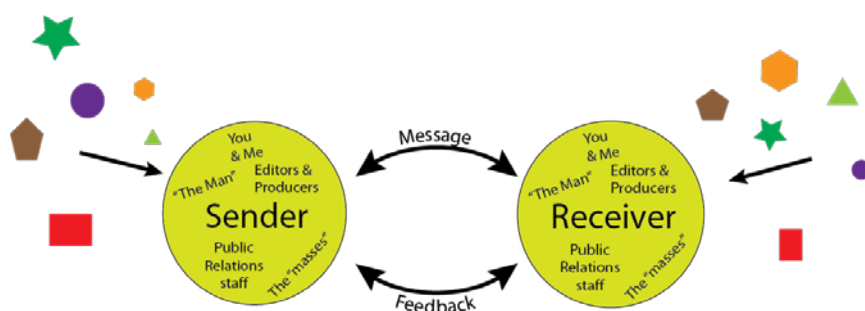
It symbolises that it is a women's magazine / beauty. I know this because of the makeup on and posing and is

It symbolises an airport.

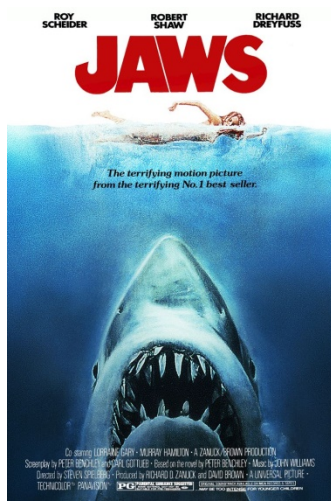
Such as Marilyn Monroe who is famous for her glamour.

Sender (Producer) – The person who sends a message to the audience (the receiver) either through body language/facial expression, media language, narrative, representation, text or clothing to huge forms of media like the internet or the television.

New Mass Communication



Message (What is it?) – What the media product / text is trying to convey to the audience.



This is an example of a media message as it shows what the film is about and informs the audience what kind of film it is. The message is that the film is based on a killer shark due to the clear imagery of the great white and the girl above who is swimming. The imagery also indicates the genre – it being horror.

Receiver (audience) – The person who is receiving the media product. Everyone interprets things different so when they can receive a product they can react in a number of different ways, the following are audience effects...

- Hypodermic needle – take in every word of a media text and believe it all ('injected' with information)
- 2 Step Flow – an opinion leader who influences the audience to believe their opinion on a specific thing
- Diversion – escape from daily life or pressure
- Personal Relationship – virtual companionship and communicate about the product with others
- Personal Identity – compare your life to what you see over the media
- Surveillance – finding out what is going on in the world
- Passive – watch and take in
- Active – question and interact
- Oppositional reading – audience take an opposite reading that the producer is trying to create
- Preferred reading – audience understand the meaning created by the producer

Selection – This is what has been specifically selected for meaning in a media text, where certain facts can be included over others which could change the angle / point of the story.

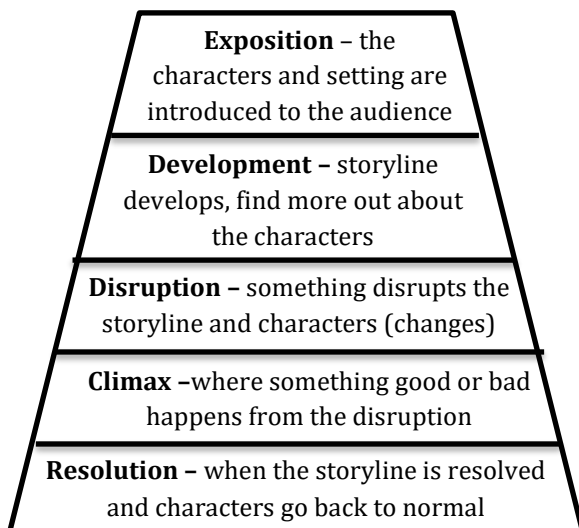


This is an example of selection as the article has included certain facts like '41 live could have been saved' to change the point of the story and show a different side to it. This would tell the audience about the topic of the article and inform them on more facts which haven't been included in other articles. It would change their perspective and construct their views on the topic of the article due to the certain facts included.

Combination – combining various forms of media platforms to provide information that influences meaning, to create narratives and represent the world in ways that convey messages. Combination is about the different signs put together or combined to create a certain meaning. Such as the clothes, hair and makeup on the images posted by KK, all of which create a very glamorous look.

Exclusion – an element that portrays an aspect of reality and to create meaning / narratives through the information provided. Producers exclude information on purpose to create a specific meaning. So you can also discuss what is missing. For example, in a fire a newspaper might show people stealing from homes whilst they are being evacuated, rather than, people helping one another. Therefore it is important to discuss what has been excluded too.

Narrative Development (Classic Narrative Structure) – A storyline that is often followed through films and television programmes.



Most television shows and films follow the classic / linear narrative structure. This is because it makes it easier for the audience to follow and creates an exciting storyline. The disruption adds to the something to the story and makes it less boring to watch. A vast majority of children television shows like Hannah Montana follow the classic narrative structure as it is easy for the children watching to follow along.

Enigma - enigma means mystery. A man named Barthes made a theory that there are two types of enigma codes that appear in most films:

- **Action Codes** - some sort of action that makes the audience believe something is going to happen in the future.
- **Enigma Codes** – small clues that make the audience question 'who did it?'



This is an example of an action code and an enigma code from the show 'Pretty Little Liars'. The character is doing an action that will hint at things to come in the future episodes. The dolls in the background tell the audience something is going to happen to the main characters due to the clues shown.



This is an example of an enigma code and from the show 'Pretty Little Liars'. It hints to the audience on things that will happen in episodes to come and question who did it. The audience will notice the character 'A' hands and will try to figure out what will happen next.

Closure (Narrative) – when a storyline of a film or television programme comes to a satisfactory end



This is an example of a closed narrative / closure as 'Gossip Girl' has come to an end and each episode always came to a satisfactory end. There has already been an episode in the last season which clears up any information so it finished properly, meaning it has been 'closed'. This makes it clear to the audience that something has ended as everything in the show or film is cleared up.

Propp Stock Characters – a theory made by a man called Propp, he believed that all characters from a story can be put into 7 types as they are all the same in each story.

- **The Villain** – The person who opposes or actively blocks the hero's quest
- **The Donor** – The person who provides an object with magical properties
- **The Helper** – The one who helps / aids the hero
- **The Princess and her Father** – The one who acts as a reward for the hero and the object of the villain's plan
- **False hero** – The person who disrupts the hero's success by making false claims
- **The Dispatcher** – The one who helps send the hero on his / her quest through a message
- **The Hero or Victim / Seeker Hero** – The main character who seeks something



An example of Propp Stock Characters is the film 'Shrek'.

- The Villain – Lord Farquard
- The Donor – The Muffin Man
- The Helper - Donkey
- The Princess and her Father – Fiona and the King
- False hero – Prince Charming
- The Dispatcher – Puss in Boots
- The Hero or Victim / Seeker Hero - Shrek

Impact of Technology – how technology has changed over the years and impacted on a vast majority of people's lives

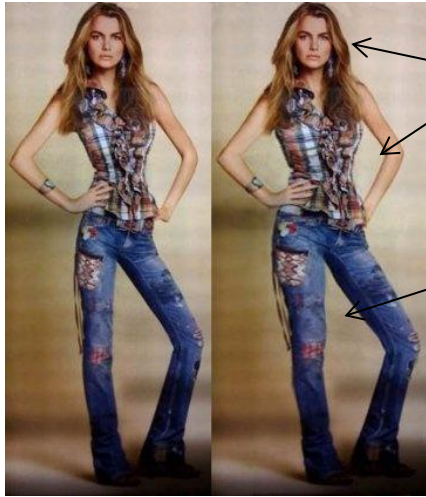
- You can contact anyone – GOOD AND A BAD THING (TROLLS)
- You can search most things on your phone or gadget
- Many people are dependent on technology nowadays
- It is taking over the world – new and improved technology like robots are being used and people are losing their jobs
- It is saving lives – new medical research and equipment used which can help many people
- Helps companies make money – Apple, Samsung, Microsoft
- Helping the environment – research can be done to help and improve

Technological Change – Technological change is the process of inventing through research and development, creating and spreading new technology or processes.

- Machines are taking over – people losing their jobs
- More money for technology companies – making more products and improving them meaning they can earn more money
- More advanced technology allowing humans to do things we never could before – new machines, transport, medical research, gadgets
- People becoming addicted to new technology – lack of social skills
- EG. FACIAL RECOGNITION, WILL BE USED BY POLICE.
- VIRTUAL REALITY

Image Manipulation – Altering photographs with software like Photoshop, Snapchat filters and effects

- Makes products look better – more appealing to the audience so they will be more likely to buy it
- Can change backgrounds and add anything you would like
- More jobs for people – more people needed for photo shopping products for brands
- Products don't look real – people will not want to buy the products as they don't look as good in real life as it is fake advertising
- People are looking fake / extremely different in pictures – some could say it is catfishing as people don't look like they do with the pictures posted online



Waist has been made much smaller

Sharper jawline and the face is less round

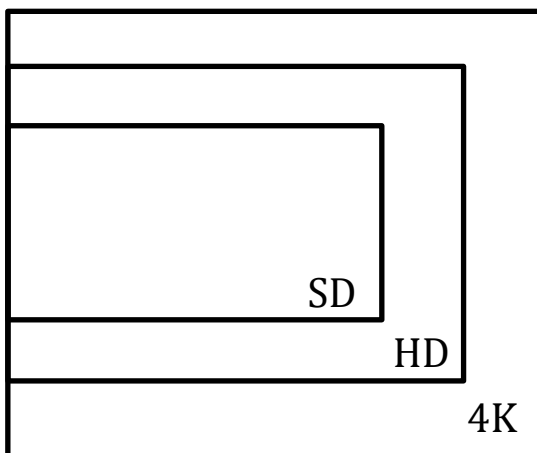
Arms have been made skinnier

Legs have been made smaller

This advert would teach the audience that it is wrong to be bigger and that you must be slim and beautiful to be accepted. Many women in particular would compare themselves to adverts like this and wouldn't feel worthy of being happy with the body they are in as they are made to believe they have to be skinny.

High Definition – Higher resolution / detail in images and videos

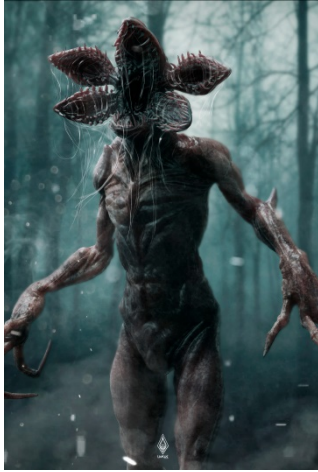
- Better quality – make products and images look more appealing
- Higher definition can make TV's more expensive - clearer
- YouTube, Amazon and Netflix use HD
- Surveillance cameras use HD – use it for accuracy and security
- Audience prefer HD – more enjoyable and clear to watch
- Viewing figures double – more people tend to watch if something is HD



This is an example of a high definition holiday advert. It has high quality and lots of detail in the photograph, making it more appealing to the audience so they will purchase what is being sold.

CGI – Computer Generated Imagery

- Appears in many videogames and films
- Aliens, animals and creatures are often made through CGI
- Can create visual patterns / 3D images
- Use algorithms – instructions for computers
- Allows actors to interact with other characters which aren't real
- Allows the storylines and films to be more creative and unique
- More realistic as technology improves
- Some say that special effects are taking over – ruining the storyline of films



An example of CGI being used in a TV show is in the programme 'Stranger Things'. Throughout the show there are creatures introduced from another universe that have been made by computer generated imagery. One example is the Demogorgon – a computer generated creature which continuously appears throughout the programme. The audience will watch the show and find it more interesting due to the creative storyline and computer generated creatures. The use of CGI makes the show stand out as it doesn't follow the typical storyline, making it more interesting for the audience to watch.

Mobile Communication Technology – a way of being able to do any tasks you would like at any point during the day on a device like a phones / tablets and laptops

- Easily accessible – most people always have some sort of device on them
- You can hide behind a screen – hackers, predators, spammers
- Lack of social skills – talk online and not in person / addicted to phone
- Affects their health – mental and physical
- Lack of time with family and friends – glued to your phone / tablet
- Adults and teens - conflict / drive families apart
- Violence all over the internet and TV – encouraging children
- Parental controls are needed to protect kids



An example of mobile technology is social media and the internet. At any point in the day, you can search for anything on google, post something or scroll through recent news on social media and the internet. People may become addicted to spending time on the internet as they feel they constantly need to be updated on what is happening in the world. There are more opportunities for hackers, predators and spammers to threaten you in the click of a button due to it being so easy to get online in today's generation.

User Generated Content – refers to any type of content that has been created and shared by unpaid contributors (fans). It can be through pictures, videos, tweets, blogposts and anything in between as it is the act of users promoting a brand rather than the brand itself. It allows the public to express themselves and feel engaged with the brand.

- **Nintendo Super Mario Bros** – Fans could create their own levels on the game
- **Starbucks** – Fans could create and design their own Starbucks cups and enter the #WhiteCupContest

Technical codes Shot types: CU, MS, WS, ECU, EWS, OTS, 2 shot – the types of shots used when making a film or programme

- **Close Up** – Frame parts of the body close up
- **Medium Shot** – Framed from the chest to the top of the head
- **Wide Shot** – Framed with the whole body in shot
- **Extreme Close Up** – Frames part of the face extremely close up, i.e an eye

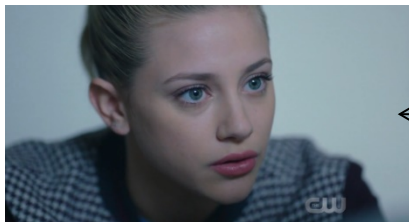
- **Extreme Wide Shot** – Distance shot with whole body and background in, people are smaller
- **Over the Shoulder** – Framed over the shoulder from the perspective of someone else looking at an object or person
- **2 Shot** – Framed with two characters within the frame (creates relationships between the characters)



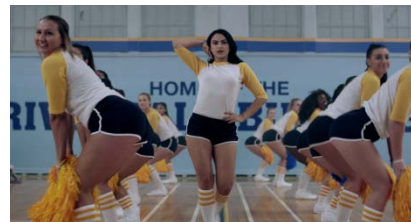
← Over the Shoulder



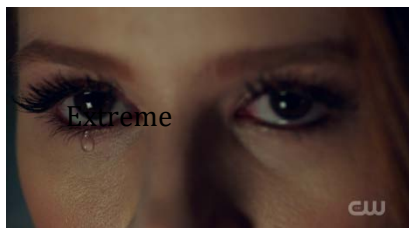
← Extreme Wide Shot



← Close Up



← Wide Shot



← Close Up



← Medium Shot

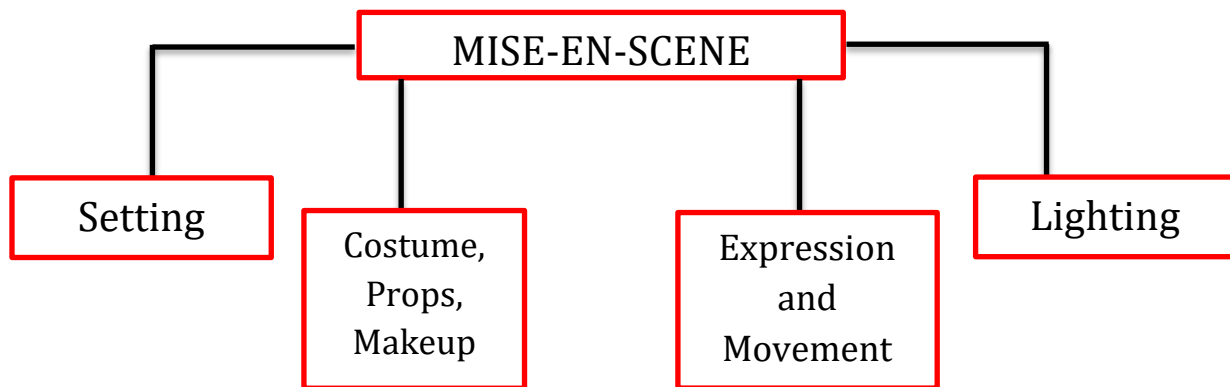


← 2 Shot

Camera Angles and Movement

- High angle – actors look small, passive and inferior
- Low angle – actors look powerful, dominant and in charge
- Tilted angle – creates a sense of confusion/movement
- Pan – camera is stationary but moves left to right
- Tilt – camera is stationary but moves up to down
- Tracking – camera physically moves forward to backward
- Crab – camera physically moves sideways

Mise-en-scene – The key elements which give a film / TV programme meaning



Setting Communicates:

- Time
- Place
- Key themes
- Values
- Genres
- Characters feelings / emotions

Costume, Props and Makeup Communicate:

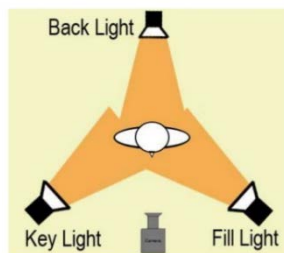
- Extra meaning towards the characters
- Meaning with the genre of film
- Can become a motif
- Can be symbolic
- Fulfills audiences demand for realism / authenticity

Expression and Movement:

- If an audience has prior knowledge of an actor and how they perform, they are called 'Performance Signs'

Lighting:

THREE-POINT LIGHTING



- High Key - Extremely bright
- Low Contrast – Shadowed lighting that is designed to eliminate shadows and create an even / natural appearance
- Three Point Lighting System – Used to brighten every part of someone's body on television and film so they are clear to see

Sound:

- **Non Diegetic** – off screen, sound effects, soundtrack, no speech within the film / show
- **Diegetic** – on screen, involving action such as voices, cars, dialogue, phone ringing

Editing – how images / clips are selected and put into a sequence

- **Cut** – Gives pace (one shot to another)
- **Fade** – Beginning / ends (used to show end / start / part of a scene)
- **Dissolve** – Dreamlike, passing of time (from one start to another – blends in)

Non-Verbal and Verbal Codes:

- **Non-Verbal** – Body Language (Actions and Gestures), the meaning created is shown to the audience through the actor's body language (informal)
- **Verbal** – In radio, film and television, how speech and dialogue is used to create a meaning to the audience (formal)

| Non-Verbal | Verbal |
|-------------------------------|---|
| Direct eye contact | Seeking others opinions |
| Relaxed gestures | Willing to explore solutions and certain topics |
| Straight posture | Few hesitations |
| Clear and expressive emotions | Clear and confident voice |

Symbolic Codes – what is beneath the surface of a sign/action that creates meaning to the audience (an actor doing an action to show his/her emotions)

- Objects
- Clothes
- Body Language
- Colours
- Setting



This would be an example of a symbolic code as the model in this picture is covered up to her neck in a blue and yellow jumper. This could symbolise that she is going against the stereotypical woman who has to flaunt her body in a revealing way to be accepted. It could create the meaning that girls don't have to follow the 'rules' and it teaches them that they can do whatever they want to.

Genre – A French word that means type or kind, a way of putting media texts and products into categories which share similar storylines and characters

Types of Genres:

- Romance
- Horror
- Rom-Com
- Sci-fi
- Animation
- Documentary
- Musicals
- Thrillers
- Chic-Flicks
- Crime
- War

Hybridity – a mixture of genres to create a new one (e.g. Rom-Com / Black Comedy)

Intertextuality – creating references to another kind of media text through a different media text



Family Guy and Star Wars
- Intertextuality



Mike and Molly
- Hybrid (Rom-Com)