THE DUSTON SCHOOL

Knowledge itself is power

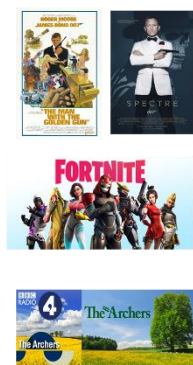TDS 4-19

Year 11 Media Knowledge Booklet
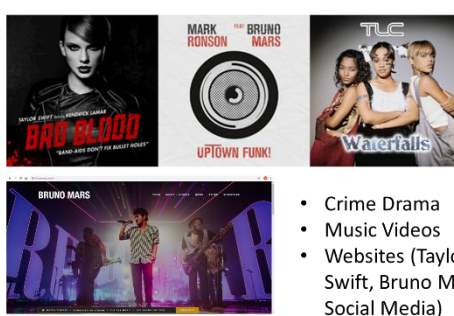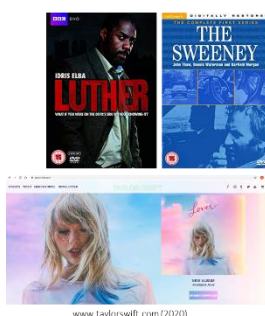
Terms 4 & 5

Name:

Class:

Knowledge Organiser - GCSE Media Studies – Year 11 **Terms 4 & 5**

COMPONENT 1

- Film & Film Marketing
- Advertising
- Magazines
- Newspapers
- Radio
- Video Games
- Websites (The Sun, Fortnite, The Archers, Bond/Spectre)

COMPONENT 2

www.taylorswift.com (2020)

www.brunomars.com (2020)

- Crime Drama
- Music Videos
- Websites (Taylor Swift, Bruno Mars + Social Media)

Check your knowledge – tick when you're confident:

SET MEDIA PRODUCT	Audience	Media Language (Terminology)	Context	Regulation	Theory
Spectre Film Poster (2015)					
TMWTGG Film Poster (1974)					
www.007.com/spectre and selected pages					
Pride Magazine Cover (November 2015)					
GQ Magazine Cover (July 2016)					
Fortnite + website					
The Archers (Helen stabs Rob April 2016)					
This Girl Can Ad (Pig/Fox 2015)					
Quality Street Ad (1956)					

SET MEDIA PRODUCT	Audience	Media Language (Terminology)	Context	Regulation	Theory
The Guardian Newspaper Front Page					
The Sun Newspaper Front Page					
www.thesun.co.uk selected pages					
Luther (BBC) Series 1, Episode 1, Full Ep.					
The Sweeney (ITV) Series 1, Ep. 1, opening 10 mins					
Taylor Swift, Bad Blood Music Video (2014)					
Mark Ronson ft. Bruno Mars Music Video (2014)					
TLC, Waterfalls Music Video (1994)					
www.taylorswift.com selected pages + social m.					
www.brunomars.com selected pages + social m.					

MEDIA STUDIES: INTRODUCTORY TERMINOLOGY

Genre A category of film, book, music, etc.	**Narrative** Construction of storyline or plot.	**Representation** The way a person, group, place or issue is presented by the media.	**Cinematography** Camera angles, camera movement and editing.	**Mise-en-scene** Everything used within an image. Eg. Props, costume, etc.
Denotation Literal, obvious or surface meaning.	**Connotation** Less obvious, deeper or implied meaning.	**Construction** The way a product is put together through selection, omission and combination.	**Deconstruction** The process of students analysing the methods and reasons of the constructed product.	**Convention** A typical or common element of similar products.
Demographic A group of people with shared characteristics.	**Target Audience** A group of people which a media product is intended for.	**Typicality** Evaluating how typical a media product is for its genre and context.	**Ideology** Shared values and norms within society.	**Stereotype** A simplified and often unfair representation of a person, group, place or issue.

FILM and FILM MARKETING: KEY TERMINOLOGY

Slogan/Tagline	Key Image	Billing Block	Camera Angles: *High Angle*	Mise-en-scene: *Setting*
Typography	Iconography	Campaign	*Over the Shoulder* *Long Shot*	*Colourisation* *Lighting*
Star Names	Bankable Actor	Synergy	*Establishing Shot* *Mid Shot*	*Camera angles* *Camera movement*
Hierarchy of Elements	USP	Franchise	*Low Angle* *Extreme Close Up*	*Editing* *Pose*
Gross	Budget	Box Office	*Close Up*	*Facial expression* *Hair and make-up*
Narrative Code	Action Code	Enigma Code		*Costume* *Positioning* *Framing*

MEDIA STUDIES: MAGAZINE TERMINOLOGY

Institution A type of industry within the media. E.g. Magazine or Film.	**Mise-en-scene** Everything used within an image. Eg. Props, costume, etc.	**Colourisation** Colour choices made by the magazine.
Non-verbal Communication The meaning created by an image through facial expression, pose or symbolically.	**General Interest Magazines** Non-specific magazines containing content on a number of topics (lifestyle magazines). E.g. Country Living Magazine.	**Specialist Magazines** Magazines created around a specific topic for a niche audience. E.g. Grand Designs Magazine.
Masthead The iconic design, colour and font of the title at the top of the magazine.	**Coverline** Main story headlines on the magazine cover. *Eg. MAN UP!*	**Strapline** Brief description of coverline directly under it. *Eg. How to be a man in 2016*
Pull Quote A key quote taken from an article or interview and blown up.	**Typography** Font choices made by the magazine.	**House Style** Recurring theme or styles in magazines, including colour schemes and typography.
Mainstream Market A target audience of most people.	**Niche Market** A target audience of a few, specific people.	**Key Image** The main image or most important/relevant to a story.
Direct Address Speaking to or looking directly at the reader.	**Anchorage** Key ideas linked to other things. Eg. The term 'pride' has several meanings anchored to it.	**Explicit Meaning** Literal, obvious or surface meaning (denotation).
Implicit Meaning Less obvious, deeper or implied meaning (connotation).	**Core Buyer** A specific description of the typical person who buys a product.	**Logo** The symbol or other small design adopted by an organisation for its product.
Left Third The left side of a magazine cover, typically left visible on a shop shelf or coffee table.	**Z-Layout** The idea that in Western culture we read from left-right and up-down. Therefore, texts/product layouts are made accordingly.	**Feature Article** Any article featured in a magazine.

ADVERTISING: KEY CONCEPTS AND TERMINOLOGY

Deconstructing
Constructing

Graphics
Slogan/Strapline
Product endorsement
Typography
Campaign
Hard sell
Soft sell
Rule of thirds
Synergy
Colloquialism
Imperatives
Stereotypes
Advertising awareness
Copy
Demographics
Target market
Anchorage
Cross-platform
Alliteration
Brand image
Brand recognition
Connotation
Denotation

Target audience
Demographic
Core buyer

Social class categories:
A,B,C1,C2,D,E

Physical platforms:

Newspaper
Magazine
Billboard
Ambient media
Stunt media
Sales promotion
Flyer

Digital platforms:

Banner
Floating adverts
Pop-ups
Sponsors
Clickbait
TV adverts
Radio adverts
Mobile advertising
Social networking
Viral adverts
Vlogging
Email
Niche market (small, specific audience)
Exposure
Production value

Image
Photographic codes
Camera Shots:
- High Angle
- Over the Shoulder
- Long Shot
- Establishing Shot
- Mid Shot
- Low Angle
- Extreme Close Up
- Close Up

Mise en Scene:
- Setting
- Colourisation
- Lighting
- Camera angles
- Camera movement
- Editing
- Pose
- Facial expression
- Hair and make-up
- Costume
- Positioning
- Framing
-

Iconography

Polysemic image (an image with several meanings)

Theory
Uses and Gratifications Theory:
- Entertainment
- Information
- Personal Identity
- Social Interaction

Gerbner's Cultivation Theory

Mulvery's Male/Female Gaze Theory

Narrative (story line)

Narrative Theory
Todorov's Narrative Stages

Propp's Character Theory

USP – Unique Selling Point

ESP – Emotional Selling Point

VALS – Values, Attitudes and Lifestyle

NEWSPAPERS: KEY CONCEPTS AND TERMINOLGY

Local News
National News
International News
Bias
Broadsheet
Middle-Market
Tabloid
Social class categories:
A,B,C1,C2,D,E
Target audience
Demographic
Core buyer

Codes/Conventions:
Masthead
Headlines
Strapline
Caption
Anchor
Columns
Byline
Earpiece
Dateline
Splash
Jump line
Crosshead
Pull quote
Side banner
Copy

Connotation
Denotation

Hard News
Soft News
The 5 Ws
Fact
Opinion
Balance
Impartiality
Objectivity
Interview
Sources
News Agencies
News Aggregators
Tip-Off
Eyewitness
Press Release

News Values Theory:
Gatekeeping
Galtung and Ruge
Frequency
Threshold
Unambiguity
Proximity
Predictability
Unexpectedness
Continuity
Composition
Ref. to elite nations
Ref. to elite persons
Personalisation
Negativity
Visual imperative

Hyperbolic
Sensationalist
Dramatised
Scandal
Provocative
Controversial
Embellishment
Alliteration
Pun
Emotive Language

Camera Angles
- High Angle
- Over the Shoulder
- Long Shot
- Establishing Shot
- Mid Shot
- Low Angle
- Extreme Close Up
- Close Up

Mise en Scene
- Setting
- Colourisation
- Lighting
- Pose
- Facial expression
- Hair and make-up
- Costume
- Positioning
- Framing

Representation
Stereotypes
Gender
Ethnicity
Cultural diversity
Age
Nation
Issues
Social class
National identity
Sexuality

Propaganda
Agenda
Theory: Male/Female Gaze (Mulvey)

Immigrant
Migrant
Asylum seeker
Refugee

Hypodermic-Needle Theory

Uses and Gratifications Theory (Blumler and Katz)
- *Entertainment*
- *Information*
- *Personal Identity*
- *Social Interaction*

Infotainment
Star Theory (Dyer)
Market Research
Segmentation
National Readership Survey (NRS)
Convergence
Cross-media
Cross-platform
Digital platform
Social Media
Synergy
Distribution
The Association of Newspaper and Magazine Wholesalers (ANMW)
Audit Bureau of Circulation (ABC)
Ownership
Organisation
Institution
Mediation
News Corp/ News UK

Rupert Murdoch
Ethics
Exposure
Ideology
Right-Wing
Conservative
Left-Wing
Liberal
Patriarchal
Heterosexual
Familial
Capitalist
Bourgeois
Legislation
Regulation
Defamation
Slander
Libel
Gagging order
Injunction
Press Complaints Commission (PCC)
Independent Press Standards Organisation (IPSO)
Privacy
Accuracy
Harrassment

MEDIA STUDIES: TV CRIME DRAMA TERMINOLOGY

WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5
Conventions Characters Setting Iconography Narrative Mise en Scene: • Lighting • Camera angles • Camera movement • Editing • Music • Dialogue Genre Sub-Genre Hybrid Genre One-offs **Scheduling** Zoning Stripping Two-Parters Primetime The Watershed Ratings	**Narrative** Linear Non-linear Closed Narrative Open Narrative Narrative Theory: *Todorov* *Strauss* *Barthes* *Propp* Narrative Techniques Split-screen Three-strand Flexi-narrative Flashbacks P.O.V. Shots Privileged - Spectator Position Cliffhanger Series Serial Enigma codes Apparently-impossible – positions Action codes Voice-over **Representation** Stereotypes Gender Ethnicity Cultural diversity Age Nation	**Promotion Strategies** Scheduling guides Reviews Interviews Adverts Trailers Cast Enigmas Flagship – Programme Branding	Title Opening sequence **Audio Codes** Dialogue Vocabulary Jargon Diegetic Non-Diegetic Soundtrack Sound FX	**Audience** *Uses and Gratifications Theory* • Entertainment • Information • Personal Identity • Social Interaction *Cultivation Theory (Gerbner)* Audience – positioning Audience response Target Audience

EXAM STYLE QUESTIONS:

- **Explore how the *Quality Street advert (1956)* uses Media Language to appeal to audiences (10).**

- **Explain how the *Quality Street advert (1956)* has been influenced by historical, cultural and social contexts (10).**

- **Compare the ways in which the *Quality Street advert (1956)* and the *This Girl Can* (2015) advert are constructed to appeal to audiences (25).**

- **Compare the representation of gender in the *Quality Street advert (1956)* and the *This Girl Can advert* (2015) (20).**

- Use the two set music videos you have studied from those listed below in your answer: *Bad Blood*, Taylor Swift (2015) **and** *Waterfalls*, TLC (1994)

  'Music videos are a promotional tool, designed to represent the artist in the best light.' How far is this true of the two music videos you have studied? [20]

  In your response, you must:

  - Explore representations of the artist in the two music videos you have studied
  - Refer to relevant media contexts such as social or cultural
  - Consider whether you agree or disagree with the statement

- Use the two set music videos you have studied from those listed below in your answer: *Uptown Funk*, Bruno Mars (2014) **and** *Waterfalls*, TLC (1994)

  'Music videos reinforce stereotypes of ethnicity.' How far is this true of the two music videos you have studied? [20]
  In your response, you must:
  - Explore representations of ethnicity in the **two** music videos you have studied
  - Refer to relevant media contexts, such as social or cultural
  - Consider whether you agree or disagree with the statement

- **Explain why websites are important to the music industry.** Refer to the official *Taylor Swift* website to support your response. [10]

- **Explore how the film poster for The Man With The Golden Gun uses codes and conventions.** In your answer, you must analyse:
  (a) character roles [5]
  (b) narrative [5]
  (c) intertextuality. [5]

- **Explain how political context affects newspapers**. Refer to the front page of The Sun newspaper from the set products to support your points. [5]

- This question is based on The Sun newspaper from the set products and unseen Resource A, the front page of the Daily Mirror newspaper (unseen exam resource). Study Resource A carefully and use both front pages when answering the question.

  Compare the representation of issues in The Sun front page and the Daily Mirror front page. [25]

  In your answer, you must consider:

  - o how representations convey particular viewpoints and messages
  - o how far the representation of issues is similar in the two front pages
  - o how far the representation of issues is different in the two front pages.

- Name the organisation that publishes The Sun newspaper. [1]
- The Sun is a national tabloid newspaper. Give two other examples of national tabloid newspapers in the UK. [2]
- Briefly explain two differences between tabloid newspapers and broadsheet newspapers. [4]

- **Explain why newspapers have websites**. Refer to www.thesun.co.uk to support your points. [10]

- What type of game is Fortnite? [1]
- Identify two different target audiences for Fortnite. [2]
- Choose one of these audiences. Briefly explain two marketing strategies the producers of Fortnite have used to target this audience. [4]

- **Explain how players of Fortnite can be described as 'active audiences'**. [10]

- **How does this extract from Luther represent a version of reality?** Explore specific aspects of media language in your response. [10]

- **To what extent are gender stereotypes used in this Luther extract? Explore one character in detail in your response.** [10]

- **How do production processes influence crime dramas or sitcoms?** Refer to examples you have studied to support your response. [10]

- **To what extent do the two music websites you have studied use conventions?** [20]

In your response, you must:

- o explore the two music websites you have studied
- o refer to relevant media contexts, such as social or cultural
- o make judgements about the question.

- **Explain how music videos reflect the context in which they are made.** Refer to *Waterfalls*, TLC (1994) to support your response. [10]

- **Explore how the advertisement for *Quality Street* uses the following elements of media language to create meanings**:
  - o (a) images [5]
  - o (b) language [5]
  - o (c) layout and design. [5]

- **Explain how social context influences magazines.** Refer to *Pride* magazine to support your points. [5]

- **Compare the representation of women in the *Pride* front cover and the unseen *Glamour* front cover.** [25]
  In your answer, you must consider:
  - o the choices the producers have made about how to represent women
  - o how far the representation of women is similar in the two front covers
  - o how far the representation of women is different in the two front covers

- **Name the organisation that regulates films in Britain**. [1]
- 12 and 12A are examples of age certificates used in the UK. **Give two other examples of age certificates used in the UK**. [2]
- **Briefly explain the difference between the 12 and 12A age certificates**. [2]
- **Explain why a film may be given a 12A or 12 certificate**. Refer to *Spectre* to support your points. [12]

- **Which radio station broadcasts *The Archers*?** [1]
- **Identify one audience for *The Archers*.** [1]
- **Explain two ways in which *The Archers* is aimed at the audience you have identified.** [4]

- **Explain why audiences listen to *The Archers*.** Refer to the Uses and Gratifications theory in your response. [12]