

Types of Media products		Audience	Purpose
Audio/ Moving Image products 	1. Film 2. TV programmes 3. Music Videos 4. Adverts 5. Radio 6. Podcasts	Primary audience - Who is the product mainly aimed at? Secondary audience - Who else might be interested in the product? Demographics: 1. Age 2. Gender 3. Nationality/ Race 4. Religion 5. Education 6. Income Psychographics: 1. Values 2. Interests 3. Opinion (+ Rubicam and Young’s model - aspirer, struggler etc.)	<u>Uses and Gratifications</u> ● Personal Identity (<i>(Role model/ Star appeal/ Empathy)</i>) ● Information (<i>(Knowledge/ Advice/ Facts)</i>) ● Entertainment (<i>(Escapism/ Action/ Special effects)</i>) ● Social Interaction (<i>(Talking points/ Gossip/ Belonging)</i>) <u>Purpose of the producer</u> Profit £ Critical Acclaim  Create a community  Inspiration  Raising awareness  Experimentation 
Print products 	1. Magazines 2. Newspapers 3. Comics 4. Posters 5. Leaflets		
Interactive products 	1. Websites 2. Apps 3. E-magazines 4. Games - online/ video/ mobile		
Codes and conventions	The common features of a media product. For example - most magazine front covers feature a masthead, a large central cover image, a price, a barcode, and cover lines. .		

Genre

A category of media text - e.g. sci-fi, horror, comedy, beauty, fashion, football etc.

Typical questions you will need to answer include:

- What is the genre of your chosen media text? How do you know?
- Who is the typical target audience of this genre? How do you know?

Representation

How aspects of society, like people, places, events etc, are presented to the audience

Typical questions include:

- What key **demographics** are represented?
- What impressions (opinions) are created of them/ it? How? What does the producer want the audience to think of them/ it and why?

Mise-en-scene

A French term meaning 'put in this scene' which is the idea that everything in the shot is included deliberately to create an effect. This includes:

- Setting
- Props
- Lighting
- Costumes, hair and makeup
- Positioning of the characters

Narrative

Narrative Structure

Linear structure - has a clear, chronological beginning, middle and end

Non-linear structure - doesn't have a clear beginning, middle and end - flashbacks or in reverse order, for example

Open structure - story is unresolved (leaves things on a cliffhanger)

Closed structure - story is resolved (has a clear ending)

Multi-stranded structure - tells story of different lives, some may be resolved, others may not

Todorov's Narrative Theory - suggests there are 5 stages to every story in media:

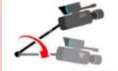
1. **Equilibrium:** Situation of balance at the start of the story
2. **Disruption:** Villain spoils that balance
3. **Recognition:** Hero becomes aware of the problem
4. **Attempt to repair:** Hero does something about the problem
5. **New equilibrium:** New – usually happier – situation at the end

Propp's Narrative Theory - suggests there are specific characters included in media texts:

1. **Hero** - the 'good' character/ protagonist
2. **Villain** - the 'evil' character/ antagonist
3. **Princess** - needs rescuing/ hero's reward
4. **Helper** - sidekick/ assists the hero
5. **Donor** - gives the hero a gift, e.g. information
6. **Dispatcher** - sends the hero on their journey/ mission
7. **False Hero** - in a position to be a hero but chooses not to be

Camera Shots	Definition
Close-up shot 	A shot of just a face to suggest emotions.
Medium shot 	Shows the actor from waist upwards to emphasise body language and facial expressions.
Long shot 	Shows the whole subject of the shot
Establishing 	A shot showing the location to set a scene.
Two shot 	Focussed on two people next to each other.
Over the shoulder 	The camera is placed behind the character to show what the character is seeing.

Camera Angles	Definition
High Angle 	The camera is positioned higher than the subject of the shot.
Low Angle 	The camera is positioned lower than the subject (focus).
Eye Level 	The camera is placed at the same level as the characters eyes.
Birds Eye View 	A shot taken from height looking downwards.

Camera Movements	Definition
Tilt 	Camera remains static but is angled up or down.
Track 	Camera is mounted on a dolly and track and moved along this track during filming
Pan 	Camera remains static but is angled sideways to follow a subject or show a location/scene
Zoom 	Camera remains still but focuses in or out

Model paragraph for Component 1: Task 2

Explore how media products are created to provide meaning and engage audiences (TEA paragraphs - lots of analysis)

Film title in *italics*

Terminology - shot type and movement

Evidence

More terminology

More terminology

Analysis - effect of the shot

Evidence from film

Analysis - link to target audience

Analysis - link to genre

In *Avatar*, one of the first big establishing shots shows the planet Pandora from space, then slowly zooms in to reveal its lush jungles and floating mountains. This shot is important because it immediately sets the scene and shows the audience that the story takes place in a completely different world. The use of a wide shot lets us see the environment in full, making us feel small compared to the massive, beautiful landscape. The bright, glowing colours and the unusual creatures flying around help create a magical and mysterious atmosphere, which fits perfectly with the science fiction and fantasy genre. It shows that the film is full of adventure, strange technology, and alien life. This kind of setting is really appealing to the target audience, which includes teens and young adults who enjoy exciting, visually impressive movies that explore other worlds, which provide a sense of escapism, and big ideas like nature, war, and identity.

Exam Information

- You will have approx. **10 supervised hours** to complete this component. This will be done in lesson time.
- For **Task 1**, you will explore one product, linked by theme, from the following three media sectors; print, interactive and moving image
- For **Task 2**, you will analyse two moving image products in relation to genre, narrative, representation and media production techniques. You will then make some comparison points between the two texts.

Key points

- **Attendance** is really important throughout the course, but especially during the preparation and supervised hours. Time missed will be hard to regain.
- You will be required to complete some **independent research** for this component, as **homework**.
- Our **brief** is chosen by the exam board and we will receive this just before you finish for **Summer in Year 10**. This will give you the opportunity to start watching films, playing games and researching, before you come back ready to **begin at the start of Year 11**.