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| **Media Language** | **Industry/****Institutions** | **Audience** | **Representation** | **Contexts** |
| Denotation/Connotation.Camera shot and angles ( learn the types)Lighting: low key/high key.Editing: fast pace/slow pace, fast motion/slow motion, transitions (fade, cut).Sound: diegetic/non-diegetic, music, dialogue.Mise-en-scene: props, make-up and hair, costumes.Layout / font/ colour/Use of puns/alliteration/direct address/formal or informal language | How media industries’ process of production, distribution and circulation affect media forms and platformsWho owns mediaAnd who regulates them and why | How media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.**Theories**:Uses and Gratifications (PIES to remember it!)**P**ersonal IdentityInformationEntertainmentSocial Interaction | Stereotypes and anti-stereotypesHow the media portray events, issues, individuals and social groups- positively or negativelyAge, Gender, Race, Nationality, Disability.Male Gaze | **Social**: how media products reflect society and target audience.**Cultural**: How media products reflect the arts and culture of the time.**Historical:**How media products reflect events and social changes.**Political**: How media products reflect political viewpoints, messages, values and beliefs. |