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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 platforms  Who owns media  And 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 Identity  Information  Entertainment  Social Interaction | Stereotypes and anti-stereotypes  How the media portray events, issues, individuals and social groups- positively or negatively  Age,  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. |