PiXL Independence:

Media Studies - Student Booklet

KS4

Media Language

Contents:

I.   Multiple Choice Questions – 20 credits

II.   Short Answer Questions – 10 credits each

III. Wider Reading – 50 credits each

IV.   Academic Reading – 150 credits each

V.   Exam Style Questions – 100 credits each

i. Multiple Choice Questions

Answer the questions that explore the themes of this unit. You will need to draw on your knowledge and wider reading to support you in completing this.

20 credits for completing this quiz.

1. What is typeface?

    a. A kind of of facial expression
    b. Another word for font, meaning style and design of typed writing
    c. A computer software programme

2. What is the key term for when a camera is placed looking up at the subject?

    a. High Angle Shot
    b. Eye level shot
    c. Low Angle Shot

3. What is the key term for lighting that is very dark / dim?

    a. Low key lighting
    b. High key lighting
    c. 3 point lighting

4. What theorist wrote about 'binary opposites' as part of narrative structure?

    a. Propp
    b. Todorov
    c. Levi Strauss

5. What do we call the type of camera shot where the camera is placed above a subject looking directly down on them?

    a. Bird's Eye View Shot
    b. Worm's Eye View Shot
    c. Tracking Shot

6. What kind of sound is the dialogue characters say?

   a. Ambient
   b. Non Diegetic
   c. Diegetic

7. What is the correct key term for when a camera shot is filmed at an uneven level / angle?

   a. Eye Level Shot / No Tilt
   b. Canted Angle / Dutch Tilt
   c. Slanted Angle / Swedish Tilt

8. In a pan, what does the camera do?

   a. Moves to looks up or down
   b. Moves across the floor to follow a subject
   c. Moves to look left or right

9. When a character 'breaks the 4th wall" what do they do?

   a. They look directly at the camera on purpose, often to communicate with the audience in some way
   b. They step across the 180 degree line between themselves and another character
   c. They change their body positioning within the frame

10. A long take might be used by an editor to do what?

    a. To speed up the pace of the sequence and make it seem exciting or dramatic
    b. To slow down the pace of the sequence and make it seem calm or uncomfortable

ii. Short Questions

*Each question answered is worth **10 credits**.*

1. Write down 5 things that the colour blue might signify or connote.

2. Write down 5 things connoted by this style of font. http://www.dafont.com/cloister-black.font

3. Explain why a director might choose to use very low key lighting in a horror film.

4. Write down 5 things that a long, sequinned dress might signify or connote about the person wearing it.

5. Explain what meanings might be created if a producer used a low angle shot of one character and a high angle shot of another.

6. Explain the definition of non diegetic sound and give some examples of non diegetic sound that might be used in a film.

7. Explain why a producer might employ a 'Z-line' layout in print design.

8. Explain what is meant by 'breaking the 180 degree rule' and give a reason why a producer might choose to break the rule on purpose.

9. Explain what the effect on the audience is of the editor using repeated jump cuts in a scene and what it might connote about a character featured in that scene.

10. Explain what contrapuntal sound is and why it might be used in a sequence.

iii. Wider Reading

Read each of the articles below. They have strong links and themes to the unit of study but also focus on Business as a holistic topic. Once you have completed your reading of each, summarise the key points in a bullet point format. You should aim for between 5 – 10 significant points from each article.

50 credits for each summary completed

1. BBC Bitesize, Camera shots, angles and movement
   http://www.bbc.co.uk/education/guides/zg6ffrd/revision

2. BBC Bitesize, Mise-En-Scene http://www.bbc.co.uk/education/guides/zw7hhv4/revision

3. BBC Bitesize, Sound http://www.bbc.co.uk/education/guides/z2tyycw/revision

4. BBC Bitesize, Lighting http://www.bbc.co.uk/education/guides/zxq66fr/revision

5. How to analyse a media text http://www.medialit.org/reading-room/how-conduct-close-analysis-media-text

6. Analysing Persuasive Texts http://www.bbc.co.uk/education/guides/zqjsyrd/revision

7. Using Aida to analyse an advert

8. http://www.markedbyteachers.com/as-and-a-level/media-studies/using-aida-to-analyse-an-advert-for-a-power-bar.html

9. Print Analysis https://mediarevision.wordpress.com/text-based-analysis/

10. Genre https://mediarevision.wordpress.com/macro-elements/genre/

iv. Academic Reading

The following chapters/ books/academic articles have been chosen for you to help in extending your understanding of this theme. They will have value in other units as well. You should read the selected items and compose a 200 – 300 word summary of the main ideas found.

150 credits are awarded for each summary provided

Title: Key Concepts & Skills for Media Studies (Clark, Baker & Lewis)
Link: https://www.amazon.co.uk/Concepts-Skills-Studies-Hodder-Publication/dp/0340807849/ref=sr_1_1?ie=UTF8&qid=1506346564&sr=8-1&keywords=key+concepts+and+skills+for+media+studies
Pages: 40-42
Topic: Analysing Newspapers

Title: AS Media Studies: The Essential Introduction
Link: https://www.amazon.co.uk/Media-Studies-Essential-Introduction-Essentials/dp/0415448239/ref=sr_1_1?s=books&ie=UTF8&qid=1506347069&sr=1-1&keywords=as+media+studies+the+essential+introduction
Pages: 33-37
Topic: Codes, Denotation and Connotation

Title: GCSE Media Studies (Price)
Link: https://www.amazon.co.uk/GCSE-Media-Studies-John-Price/dp/0748767037/ref=sr_1_1?s=books&ie=UTF8&qid=1506347358&sr=1-1&keywords=gcse+media+studies+price
Pages: 88-89
Topic: Newspaper types and analysing newspapers

v. Exam Style Questions

To prepare you for the parts of your exams, which require you to complete the following exam style questions. The time you should give yourself will vary depending on what exam board your school is following.

100 credits are awarded for each completed question.

1. Kit Kat Print Advertising Analysis
   http://www.unconventionalproductions.com/media/gallery/medium/4b6197077f6f4.jpg
   Analyse the media language in the advert above and explain what messages it is trying to communicate about the product.

2. Casino Royale Film Marketing Analysis
   http://www.impawards.com/2006/casino_royale_ver3.html
   Explain how media language constructs an image of Bond as a hero, using Propp's character theory in your answer.

3. Print Advertising analysis
   https://goo.gl/images/pW2Luf
   Explain how the producers have used media language to construct the idea that the product is healthy.

4. Newspaper analysis
   https://images.vice.com/noisey/content-images/contentimage/87252/unnamed--8-.jpg
   Compare the two newspaper covers on the links above. Analyse the use of media language on the newspaper cover and discuss how they use it to try to target a specific audience.

5. Star Trek Film Poster Analysis
   http://www.impawards.com/2009/star_trek_xi_ver16.html
   Explain how media language is used in this poster to communicate the genre of the film.

6. John Lewis Moving Image Advert Analysis
   https://www.youtube.com/watch?v=jYOsWWKHZVw
   Explain how media language communicates certain values for the John Lewis brand in this advert.

7. *The Sun* Newspaper cover analysis
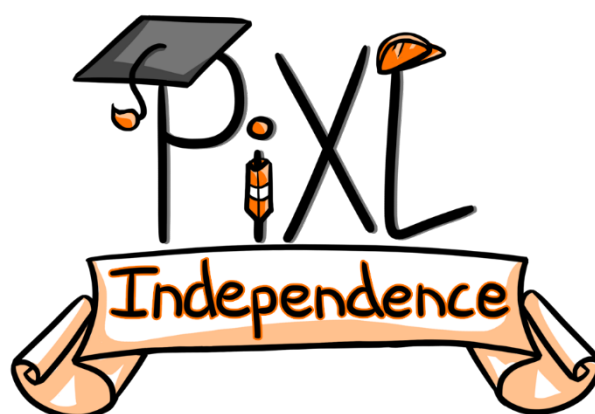   https://goo.gl/images/c2ydLW
   Explain how media language has been selected and constructed to communicate a specific political viewpoint for this paper.

8. *Cosmopolitan* Magazine Cover Analysis
   https://goo.gl/images/sc84YX
   Discuss how media language has been used to engage an audience and communicate values.

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