

# Media Studies

## GCSE Revision Pack



Name and form	
Teacher	

**My specialist areas of study are:**

1	
2	
3	

# *My media vocabulary*

<b>Word</b>	<b>Meaning</b>	<b>Examples</b>
Advertising	A method of selling a product to people by paying for a poster or a page in a magazine	Trailers, television shorts, posters, advertisements
Audience	The people who will buy the media product, the ones the product is aimed at.	Sport for boys, romance for women, the Times for business people
Fans	People who are really enthusiastic about a star or genre of programme or film	People who buy magazines and posters of a star, people who learn facts about them
Framing	What you can actually see in any shot or photograph, some photographs are cut	Close up, mid shot, long shot, over the shoulder shot
Genre	A type of media style for a media product.	Science fiction, romance, comedy, thriller, rap music
Image	What you can learn about a person from their clothes, hair and personal style	Pop and film stars create images to suit their audiences
Marketing	Creating a need to buy a product in other people. Media texts are luxuries and so films must be marketed to get people to go out to the cinema.	T-shirts, mugs, toys, product placement, posters, books, interviews with stars, publicity stunts, hype, labels, bottle tops
Mis-en-scene	The set design and costumes in a programme	Dramas have sets so you understand the story better
Narrative	The story which is told by a text such as a poster or magazine.	The plot of a film, the story in a picture or a TV advert
Stereotype	A label that we attach to groups of people and the ideas we have about them.	Blonde bimbo, stupid Irish, housewife and mother,
Text	Anything produced by a media company is a text.	Television programmes, magazines, adverts, labels

# ***Analysis of a film***

## wordframe plan

<b><i>Media Concept</i></b>	<b><i>Applied to Study of film</i></b>	<b><i>Applied to the film being studied or invented</i></b>
Genre	Style of film	
Representation	Image of characters in the story	
Ideology	Ideas about life and politics that are in the film.	
Narrative	The story of the film	
Audience	Who will watch the film?	
Institution	How does the industry work to make and sell film?	
Languages	What are the traditions that help us to understand the story?	

# Wordframe plan 1

My specialist topic is: \_\_\_\_\_

<b>Media Concept</b>	<b>Applied to the study area</b>
Genre Style	
Representation Image	
Ideology Ideas	
Narrative Story	
Audience People who buy	
Institution Industry	
Languages Traditions	

# Wordframe plan 2

My specialist topic is: \_\_\_\_\_

<b>Media Concept</b>	<b>Applied to the study area</b>
Genre Style	
Representation Image	
Ideology Ideas	
Narrative Story	
Audience People who buy	
Institution Industry	
Languages Traditions	

# Wordframe plan 3

My specialist topic is: \_\_\_\_\_

<b>Media Concept</b>	<b>Applied to the study area</b>
Genre Style	
Representation Image	
Ideology Ideas	
Narrative Story	
Audience People who buy	
Institution Industry	
Languages Traditions	

# ***How are media texts marketed to an audience?***

- **Market Research**

What do people actually want and buy from the media now?

- **Target the Audience**

Who will want and buy my media product?

- **Survey the Audience**

Is my target audience attracted to my product?

- **Attract the audience**

How is my product different enough to be interesting?

- **Inform the audience**

How will I let the target audience know that my product is on the market?

- **Evaluate my product**

What do the target audience actually think of this product? How can I improve the next one in the light of this one?

# Recognising Shots

<b>Shot Style</b>	<b>Description</b>	<b>Meaning</b>
<b>Close up</b> See only the face		Shows emotions
<b>Mid shot</b> See half body		Shows some background and body language
<b>Long shot</b> See all body		See person in their surroundings
<b>Tracking shot</b> Follows something		Gives a sense of movement, exciting
<b>Over the shoulder</b> See face over shoulder		Shows two people talking
<b>Panning</b> Camera moves side to side		Gives a view of the whole set for some background information



# Selling the Media

<b>Technical term</b>	<b>Examples I have seen/remember</b>
<b>Promotion</b> To get people interested by making people aware of a product through advertising, gifts and word of mouth	
<b>Word of mouth</b> To get people interested in the product by making them talk about it	
<b>Advertising</b> To get people interested in the product through bought advertising in magazines	
<b>Placement</b> Making sure stars and media products are on lots of shows on TV	
<b>Trailers</b> Short pieces of films and TV shows edited to attract people to watch the whole programme.	
<b>Endorsement</b> Get famous people to say that they enjoy or buy a product and that it is good	

# ***How is an image created for a film star or a band?***

- **Name**

What does the name suggest about the person?

- **Dress**

What does the dress style and fashion sense tell you about them?

- **Product image**

In what shows and films are you likely to see these people?

- **Props**

What items are the stars likely to be associated with? (cars, motor bikes etc.)

- **Audience**

Who will be attracted to the star and why are they attractive to these people?

- **'Life' of the star**

Stars can go in and out of fashion. How long will this person remain popular for? Will this star need to change image to remain on top of the profession?

# Analysis of a cover for CD, video or cassette

Technical information	Examples
<p><b>Name of Product</b> What does this tell you about what you will see or hear?</p>	
<p><b>Actors/singers</b> What do these tell us about what you will see or hear inside the box?</p>	
<p><b>Photographs and Images</b> Comment on the pictures, the stars and their clothes, expressions, framing, lighting and camera angles</p>	
<p><b>Fonts and copy</b> How does the language and the style of writing add to the image of the product?</p>	
<p><b>Overall Design</b> Write about the colours used, the way all the information is laid out and the overall impression.</p>	
<p><b>Audience</b> Who would be attracted to this product and why would they like it so much?</p>	

# Analysis of a film clip

<b>Technical Information</b>	<b>Examples</b>
<b>Camera work</b> Types of shots, camera angles and frames used	
<b>Editing</b> How were the shots put together? Fast, slow, dissolves, fades?	
<b>Lighting</b> Comment on the colours, inside or out, atmosphere, style	
<b>Narrative</b> What is the story that is being told?	
<b>Location</b> Studios, inside, outside, townscapes, countryside.	
<b>Music and sound effects</b> Beat, instruments, lyrics, style of music?	