A Level Media Studies

Introduction to media language
A Level Media Studies

TRIPS

FILM AWARDS
A Level Media Studies

PRODUCTION WORK
A Level Media Studies

Component ONE (35%) (Year 12)
Section A: Media Language and Representation
Section B: Industries and Audience

Media forms:

Advertising and Marketing
Newspapers
Music videos
Film
Radio
Video Games
Media Language

• The media is a gateway through which messages are communicated to **audiences**.

• Media producers make use of a number of **media language techniques** to communicate these messages.

• It is your job as media students to **identify** which techniques are being used, **evaluate** the effects of the techniques and **explore** the contexts surrounding their use.
Print Media

Have a look at the adverts on the next slides and make a list of the ways that print media communicate messages to audiences.

Eg props
ONE CHILD IS HOLDING SOMETHING THAT'S BEEN BANNED IN AMERICA TO PROTECT THEM. GUESS WHICH ONE.

We won't sell Kinder chocolate eggs in the interest of child safety. Why not assault weapons? MOMSDEMANDACTION.ORG

MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA
Poverty shouldn’t be a life sentence

Giving Hope Today

SalvationArmy.ca 1.800.SAL.ARMY
SMOKING CAUSES PREMATURE AGEING

Lace the smoke, keep the fire this World No Tobacco Day, 31st May
Media Language in print

• Messages are communicated to the audience in three ways.

• Through:
  – Written Codes
  – Technical Codes
  – Visual codes
# Media Language - print ads

## Written codes
- Logo
- Body copy (text)
- Tagline
- Choice of words (lexis)
- Typography (style of text including font, size, colour)
- Placement of words

## Technical codes
- Framing
- Cropping
- Filters
- Shot type
- Shot angle

## Visual codes
- Colour
- Props
- Costume
- Facial expressions
- Body language
- Setting
- Lighting

### TASK
Choose **one** of the adverts from slides 7-10 and analyse how each of the codes have created meaning. SLIDE 13 includes images of shot types to help you analyse this element of the advert. For example:

> Visual code: The contrast of the large gun and the small kinder egg is striking and instantly triggers a reaction of disbelief by the audience.
Camera shots

CLOSE-UP SHOTS
- Extreme Close-Up (ECU)
- Big Close-Up (BCU)
- Close-Up (CU)
- Medium Close-Up (MCU)

MEDIUM & LONG SHOTS
- Medium Shot (MS)
- Medium Long Shot (MLS)
- Long Shot (LS)
- Very Long Shot (VLS)

SPECIAL TYPES OF SHOTS
- Two Shot (CU / MCU / MS)
- Over the Shoulder Shot
- Interviewee looks / talks into space in the frame (and towards the interviewer)
- Moving subject walks into space

SPECIAL SHOTS
- Tilted frame
- Low Angle Shot (looking up)
- High Angle Shot (looking down)
Broadcast Media

- Messages can be communicated to the audience in the following ways.

- Through:
  - Audio Codes
  - Technical Codes
  - Visual codes
<table>
<thead>
<tr>
<th>Audio codes</th>
<th>Technical codes</th>
<th>Visual codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soundtrack (music)</td>
<td>Framing</td>
<td>Colour</td>
</tr>
<tr>
<td>Dialogue</td>
<td>Cropping</td>
<td>Props</td>
</tr>
<tr>
<td>Ambient sounds</td>
<td>Filters</td>
<td>Costume</td>
</tr>
<tr>
<td>('natural' noises eg wind</td>
<td>Shot type</td>
<td>Facial expressions</td>
</tr>
<tr>
<td>blowing)</td>
<td>Shot angle</td>
<td>Body language</td>
</tr>
<tr>
<td>Sound effects</td>
<td>Editing (transitions and cuts)</td>
<td>Setting</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Lighting</td>
</tr>
</tbody>
</table>
**Broadcast Media**

**TASK:** Watch the advert on slide 17 and complete the table to answer this question: What are the **effects** of the **media** language choices? You need 5 points per column.

<table>
<thead>
<tr>
<th>Audio codes</th>
<th>Technical codes</th>
<th>Visual codes</th>
</tr>
</thead>
<tbody>
<tr>
<td>The sounds of voices talking at the start of the advert, signify to the audience that this is a busy and crowded place.</td>
<td>The close up of the white male identifies him as our main character and helps the audience to connect with him.</td>
<td>The grey t-shirt for the characters in prison suggests that all prisoners are treated the same and also that this is a dull and unexciting place to be.</td>
</tr>
</tbody>
</table>
TV advert to analyse - click the image to play
Individual task

You will need to select one recent advertising campaign (within the past 5 years) to create a case study on. Your case study should include:

- **An annotated copy of the print advertisement** used in the advertising campaign in order to reach and engage its audience. Analyse the written, technical and visual codes on the advert.

- **A 500 word analysis of the television advert**, exploring the ways that it has been constructed to engage the audience. Analyse the audio, technical and visual codes. Try to use technical media language in your analysis such as names for camera shots.

- **A poster design** for a new advertising campaign similar to the one you have explored. This could be hand drawn or photographed but should be detailed and use appropriate conventions for poster of its kind. Do not use images from the internet unless they are logos or fonts.
How does an ad agency work?

Using this video, make notes on how advertising agencies are structured and what roles people have in an advertising agency.