YEAR 10 – Term 1:
MEDIA LANGUAGE

P1: Section A	Media Language is all about how different types of media communicate their messages. Just like when we communicate with others, media products use a variety of tools and techniques to get their points across effectively. These tools include things like sound, editing, camera work, lighting, colors, shapes, language, genre, narrative, and characters - these things are known as "codes and conventions".
P2: All	
NEA	When we analyse Media Language, we dig deeper into these elements and try to understand what they really mean. We look for the hidden messages, the symbolism, and the deeper layers of meaning in the media we consume.

SEMIOTIC ANALYSIS: Signify, Denotation, Connotation, Mise-en-scene	Camera Work	Lighting	Sound	Colour, Shape, Imagery & Typography	Verbal Codes	Genre	Narrative	Models of Communication	The Constructed Nature of the Media	Intertextuality

CAMERA WORK (NON-VERBAL CODE):

There are three important factors to consider when analysing camera work: Framing (the distance from the camera to the subject), Angle (the tilt of the camera) and Movement (hand-held, shaking, zooming, panning, etc.)

Low-Camera angles (when the camera is down low pointing up) can make the subject look bigger which may connote they are threatening or powerful. A High-Camera angle may make the subject look smaller which could connote they are weak.

LIGHTING (NON-VERBAL CODE):

High-Key Lighting is a media technique that reduces shadows and boosts brightness. It's all about vibrant colours (saturation). This type of lighting is often used to signify positivity.

Low-Key Lighting is a technique that creates strong shadows and pools of light. It's all about the contrast between bright lights and dark shadows. This type of lighting is often used to signify tension.

SOUND (NON-VERBAL CODE):

Diegetic sound is any noise that would be there in "real life", such as talking, weather, creaking floorboards, etc.

Non-Diegetic sound is any noise that has been added for dramatic effect, such as music, drum beats, voice overs, etc.

INTERTEXTUALITY:

Intertextuality is the referencing or incorporation of other texts, such as books, movies, or music, within a particular media product.

COLOUR, SHAPE, IMAGERY & TYPOGRAPHY (NON-VERBAL CODE):

Meaning is signified via colours, shapes and imagery. A Golden Trophy for example can denote winning and connote determination..

Typography refers to the meaning signified by fonts: style, spacing, size, serif (pointy bits), italics, bold, etc.

VERBAL CODES:

Verbal codes are the specific words and language used to convey meaning and communicate messages.

GENRE:

Genre refers to a category or type of media that shares similar themes, styles, or storytelling conventions.

Hybridity is the blending or mixing of different genres, styles, or elements within a single media product, creating something unique and diverse.

Subgenre is a more specific subset or branch within a broader genre.

CONSTRUCTED NATURE OF THE MEDIA:

Media products do not show true reality. They are created and edited, so they are a construction. This is achieved through the use of icons and symbols to present a version of reality.

MODELS OF COMMUNICATION:

Linear model of communication is a one-way process where information flows directly from the sender to the receiver.

Two-step flow of communication is a model that suggests information is received and influenced by opinion leaders, who then pass on their interpretations and ideas to others.

NARRATIVE:

Narratives are based on conflict between Binary Opposites, e.g. Good vs Evil.

Narratives follow a structure that is more complex than "Start – Middle – End". Todorov (a media theorist) says there are 5 stages to a narrative structure: 1 – Exposition, 2 – Disruption, 3 – Complication, 4 – Climax, 5 – Resolution.

Character Theory by Propp (a media theorist) states there are only 7 types of character, including 'The Protagonist' (the person whose viewpoint the audience follow) and 'The Antagonist' (the person against the protagonist).

Narrative codes refers to the idea that there are just 5 ways a story is signified. Barthes (a media theorist) says theses are:

Action Code: Actions and events in a story that show a clear cause and effect relationship.

Enigma Code: Mysterious elements or unanswered questions that add intrigue to the narrative.

Semantic Code: Information such as dates, place names, and times that provide important context.

Symbolic Code: Imagery and colors that represent deeper meanings or ideas within the story.

Cultural (Referential) Code: Shared cultural knowledge or references that enhance understanding for those familiar with them.