

Read the statements and tick the Red, Amber, or Green box to indicate how confident you are with it.

Start your revision with those elements that are Red, then move on to Amber.

**Remember:** at this point you may not have had lessons on all of the content listed below, but there is nothing stopping you conducting your own research.



I understand the ' <b>semiotics</b> ' and know the terms ' <b>signify</b> ', ' <b>signifier</b> ', ' <b>signified</b> ', ' <b>connotation</b> ' and ' <b>denotation</b> '			
I can analyse and explain the use of <b>camera work</b> including ' <b>framing</b> ', ' <b>angle</b> ' and ' <b>movement</b> '			
I can analyse and explain the use of <b>lighting</b> techniques including ' <b>high/low key</b> ', ' <b>saturation</b> ' and ' <b>contrast</b> '			
I can analyse and explain the use of <b>typography</b>			
I understand the difference between ' <b>verbal</b> ' and ' <b>non-verbal codes</b> '			
I understand the term ' <b>mise-en-scene</b> '			
I understand the concept of ' <b>audience positioning</b> ' and how the combination of codes can ' <b>anchor</b> ' audiences to a <b>preferred meaning</b>			
I understand how technology influences media content, like <b>image manipulation</b> , <b>superimposition</b> and <b>CGI</b>			
I understand the terms ' <b>stereotype</b> '			
I understand the term ' <b>subverted stereotypes</b> ' and why producers of 'The Media' use them			
I understand how and why <b>stereotypes</b> can be <b>positive</b> and/or <b>negative</b>			
I understand the terms ' <b>essentialist views</b> ' and ' <b>social-constructionalist Views</b> ' with regards to gender			
I understand how and why <b>stereotypes</b> and <b>representations</b> might be <b>developing over time</b>			
I understand how <b>representations</b> reflect the <b>social</b> , <b>historical</b> and <b>cultural contexts</b> in which they are produced			
I understand the term ' <b>Demographic</b> ' and can identify potential target <b>demographics</b> in a media product			
I understand how <b>WEB 2.0</b> and <b>convergence</b> have impacted audiences and industries			
I understand the difficulties of <b>regulating Online, Social &amp; Participatory</b> media			