

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.



I understand the ' semiotics ' and know the terms ' signify ', ' signifier ', ' signified ', ' connotation ' and ' denotation '			
I can analyse and explain the use of camera work including ' framing ', ' angle ' and ' movement '			
I can analyse and explain the use of lighting techniques including ' high/low key ', ' saturation ' and ' contrast '			
I can analyse and explain the use of sound including ' diegetic ' and ' non-diegetic '			
I can analyse and explain the use of typography			
I understand the difference between ' verbal ' and ' non-verbal codes '			
I understand the term ' mise-en-scene '			
I understand the concept of ' audience positioning ' and how the combination of codes can ' anchor ' audiences to a preferred meaning			
I understand the concept of genre and how to identify genre codes and conventions in a given product			
I understand how genre is created by instances of variation and repetition			
I understand how genre is evolving with hybridity and sub-genres			
I can identify all 5 parts of Todorov's narrative structure: exposition, disruption, complication, climax, resolution			
I can identify the binary opposition within a narrative			
I understand character theory and the role of different character types within a narrative (Propp)			
I understand different narrative codes including ' enigma ', ' action ', ' semantic ', ' referential ' and ' symbolic '			
I understand there are different ' models of communication ' including ' linear ' and ' non-linear '			
I understand how Media Language turns signifiers into ' icons ' and ' symbols ' which creates a ' constructed version of reality '			
I understand the term ' intertextuality ' and appreciate how the media has changed and evolved over time			
I recognise how Media Language can be used to reflect social, cultural, historical, and political contexts			
I understand how technology influences media content, like image manipulation, superimposition and CGI			
I understand and can identify the ' mode of address ' in a media product (direct or indirect)			
I understand that Media Language is a form of ' paralanguage ' (communicating in ways other than words)			

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I understand the terms 'stereotype' and 'archetype'			
I understand the term 'dominant stereotypes'			
I understand the term 'subverted stereotypes' and why producers of the media use them			
I understand how and why stereotypes can be positive and/or negative			
I understand the terms 'sexualised' and 'objectified'			
I understand why genders are not represented equally (feminist theory: patriarchal society, The Male Gaze)			
I understand the terms 'essentialist views' and 'social-constructionalist Views' with regards to gender			
I understand the term 'marginalised' representations and can use it when analysing media products			
I understand the term 'misrepresentation' and can use it when analysing media products			
I understand how the global majority are represented generally within the media			
I understand the historical context of colonialism in relation to representation of the global majority			
I understand the term 'mediated' and how representations are mediated by producers			
I understand how stereotypes are constructed (with reference to Media Language)			
I understand why stereotypes are selected (with reference to the agenda of producers and their choices)			
I understand how political bias might impact representations			
I understand how and why stereotypes and representations might be developing over time			
I understand that representations can influence a constructed version of reality ('The Media' is the message)			
I understand that some people think representations reflect reality more accurately (a window to the world)			
I understand how audiences are positioned by representations through selection, bias and prejudice			
I understand how representations in advertising and marketing may be used to persuade audiences			
I understand how representations may be a form of propaganda			
I understand how representations reflect the social, historical and cultural contexts in which they are produced			

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I understand what the topic of Media Industries is about in a general sense			
I understand the difference between P.S.B. and commercial T.V. channels			
I can express my own opinions on the usefulness and relevance of P.S.B.			
I understand the funding models of television channels			
I know and understand the idea of ' Hollywood ' and why it is important for the film industry			
I understand the terms ' corporation ', ' conglomerate ', ' media concentration ', ' merger ' and ' takeover '			
I understand the terms ' vertical integration ' and ' horizontal integration '			
I understand the difference between ' star-power ' and ' director-power '			
I understand the difference between a ' blockbuster ' and an independent film			
I understand the idea of news values and can list a range of them			
I understand how technology might be impacting the news industry			
I understand the changing nature of advertising and audience viewing habits			
I know and understand different advertising strategies including ' guerrilla ' tactics			
I understand the financial developments of the computer game industry			
I know all the different regulatory bodies and what they do (ASA, BBFC, PEGI (VSC), IPSO, OFCOM)			
I understand the difference between independent and self regulation			
I understand the difficulties of regulating Online, Social & Participatory media			
I understand the place and importance of copyright in the media (and have opinions about freedom of speech)			
I understand how WEB 2.0 and convergence have impacted industries			
I understand the idea of cross-media ownership			
I understand the impact of globalisation			
I understand the term ' cultural imperialism '			