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)			

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 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			

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 term 'Demographic' and can identify potential target demographics in a media product			
I understand the term 'Psychographic' and can identify potential target psychographics in a media product			
I understand the term 'Geographic' and can identify potential target geographics in a media product			
I understand the terms 'Primary' and 'Secondary' Audiences			
I understand the terms 'Mass' and 'Niche' Audiences and understand how some products appeal to both			
I understand the idea of media influence and audience effect/impact			
I know and understand the Hypodermic Needle Theory and how to apply it the analysis of a media product			
I know and understand the Uses & Gratifications Theory and how to apply it the analysis of a media product (Blumler & Katz)			
I know and understand Reception Theory and how to apply it the analysis of a media product (Hall)			
I understand the place, expectations, and role of the modern audience			
I understand the term 'UGC' and what it means for audiences and producers of the media			
I understand the term 'identity' and how the media has a role in both creating it and displaying it for audiences			
I understand the difference between 'quantitative' and 'qualitative' research			
I understand Maslow's Hierarchy of Needs & why it can help me understand the effect of media on audiences			
I know and understand the role of PAMCO, NIELSON, BARB and RAJAR			
I understand the importance of fandoms and fan power			
I understand the difference between an 'active' and 'passive' audience			
I understand how WEB 2.0 and convergence have impacted audiences			
I understand how 'The Media' positions the audience to adopt specific viewpoints			
I understand that the modern audience has a role in creating media products: The Prosumer			
I understand the idea that commercial media producers need to create audiences to sell to advertisers			
I understand how advertisers use different marketing strategies to target audiences			

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 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 **censorship** 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**'			