Unit 1— Exploring Media

Always remember...

Whether it be a TV show, film, video game or magazine cover, everything we consume contains lots of small **choices** made by its creator. These small choices combine to produce the full product we consume. Our job is to break down these products and analyse these choices!

Deeper Learning...

How can the product I am analysing link to...

- **The specific target audience? (Age, gender, socio-economic background)**
- **The specific purpose? (Inform, entertain, educate, provoke thought, highlight issues)**

Analysis Areas...

Genre Conventions

Genre conventions are the key features of a media product that means it adheres to that genre. For example, horror films will frequently use dark lighting as a technique to build suspense.

Types of Narrative

Storylines, whether they are in film, a series or an advert, can manipulate the narrative as they please. Some narratives are linear, some are specifically non-linear and withhold information to keep the viewer interested. How many times have you seen a film that has started with a controversial scene before heading back in time?

Character Representation

In everything we watch, different groups of people are represented in different ways. These groups can be based on gender, social circles, ethnicity, religion and/or social class. Script editors, producers and directors have a choice at how they portray these groups within their products.

Key vocabulary...

- **Mise-en-Scene**
- **Typography**
- **User Interface**
- **Genre**
- **Narrative**
- **Representation**
- **Audience**
- **Interactive features**
- **Layout**
- **Design**
- **Sound**
- **Editing**
- **Usability**
- **Photographic techniques**
- **Primary Audience**
- **Secondary Audience**
- **Socio-economic**
- **Demographic**
- **Characterisation**
- **Stereotypes**

The Big Question: What features are used in the chosen media products that adhere to its genre, audience and purpose?