

# Revise Media Language

Please read through pages 5-39 of the 'Media Studies – Key Concepts' booklet and answer the following questions (see page references to find the specific answer).

1. Name three **mediums** (or **media platforms**) – **p.5**.
2. How does a **media text** differ from a literary text – **p.5**?
3. What is a **code** – **p.5**?
4. What is **mise-en-scène** - **p.6**?
5. List five elements of **mise-en-scène** – **p.6**.
6. What is the difference between **foreground** and **background** – **p.7**?
7. What is **juxtaposition**? How can it be used to create meaning - **p.7**?
8. What is the difference between **diegetic** and **non-diegetic** sound – **p.8**?
9. Give an example of **diegetic** and **non-diegetic** sound – **p.8**.
10. What **camera angle(s)** would you use to:
  - Show emotion - **p.9-10**
  - Create tension - **p.9-10**
  - Establish a setting - **p.9-10**
  - Demonstrate a character's power - **p.9-10**
  - Demonstrate a character's vulnerability - **p.9-10**
  - Film a conversation between two people - **p.9-10**
  - Show action - **p.9-10**
11. What **camera movement(s)** could be used:
  - For an action scene – **p.11**
  - To create a sense of realism – **p.11**
12. In film editing, name the following techniques (**p.12**):
  - When one **shot** changes to another
  - When **shots** intersect back and forth between locations
  - When we jump to a shot of something the character is looking at or thinking about
13. What speed of **cutting** would be used for (**p.12**):
  - An action scene?
  - A funeral scene?

14. What is the difference between **cross-cutting** and **shot-reverse-shot** (p.12)?
15. What is **cropping** used for – p.13?
16. What is **anchorage**? How could you **anchor** different meanings to the same picture – p.13?
17. What is a **tagline** and what's it used for in film posters – p.14-15?
18. What information does a film poster provide – p.14-15?
19. Name three elements of a print advert – p.16.
20. Name three advertising techniques – p.17.
21. Name three elements of a website p.18.
22. On a newspaper front page, what is the difference between a **masthead** and a **headline** – p.19?
23. What can a **masthead** communicate about a newspaper – p.19?
24. What is the purpose of a **headline** – p.19?
25. What is **copy** in a newspaper – p.19?
26. Identify at least three differences between a **broadsheet** and a **tabloid** newspaper – p.20.
27. Give two examples of a **broadsheet** newspaper – p.20.
28. Give two examples of a **tabloid** newspaper – p.20.
29. On a magazine cover, what is the difference between a **cover line** and a **main cover line** – p.21?
30. On a magazine cover, what is a **strapline** – p.21?
31. What is **direct mode of address** and why do magazine covers use it – p.21?
32. On a magazine article, what is the difference between **sub-heading** and **standfirst** – p.23?
33. On a magazine article, what is a **pull quote** and what is its purpose – p.23?
34. Is this question written in a **serif** or a **sans-serif** font (and how can you tell) – p.24?
35. Why are **serif** and **sans-serif** fonts used? What ideas do they communicate – p.24?
36. Identify two **lexical/verbal codes** which could be used for (p.25):
  - An advert

- A **broadsheet** newspaper
- A **tabloid** newspaper
- A specialist/**niche** magazine

37. According to **Todorov**, what are the three main parts of a **narrative** – **p.26**?
38. What is an **enigma code**? Why are they used – **p.27**?
39. What do audiences expect from an **action code** – **p.27**?
40. Name three character roles in **Propp's spheres of action** and what they do – **p.27**.
41. What is the difference between a **protagonist** and an **antagonist** – **p.30**?
42. What is the difference between **linear** and **non-linear narratives** – **p.30**?
43. What is the difference between (p.31):
- A **sub-genre** and a **hybrid genre**
  - A **genre code** and the **repertoire of elements**
  - **Iconography** and a **trope**
44. What is another word for **realism** – **p.31**?
45. In computer/video games, what is the difference between a **CRPG** and a **MMORPG** – **p.32**?
46. What is the difference between a **performance** and **narrative** music video – **p.32**?
47. What is **intertextuality** – **p.33**?
48. Describe an example of **intertextuality** – **p.33**.
49. Give two reasons why **intertextuality** is used – **p.33**.
50. What is the difference between a **denotation** and a **connotation** – **p.34**?
51. Why would you sometimes use the word "**signifies**" rather than "**connotes**" – **p.34**?
52. List at least four positive **connotations** – **p.35**.
53. List at least four negative **connotations** – **p.35**.
54. List at least four positive messages in the media – **p.35**.
55. List at least four negative messages in the media – **p.35**.

56. What is an **ideology** – p.36?
57. Summarise how **feminist ideology** differs from **patriarchal ideology** – p.36.
58. Summarise how **anticolonial ideology** differs from **colonial ideology** – p.36.
59. Summarise how **egalitarian ideology** differs from **elitist ideology** – p.36.
60. Summarise how **liberal ideology** differs from **conservative ideology** – p.37.
61. Summarise how **pacifism** differs from **hawkism** – p.37.
62. Summarise how **environmentalism** differs from **consumerism** – p.38.
63. What is meant when we call texts **polysemic** (and what do we call a reading that wasn't intended by the producer) – p.38?
64. What are the four **uses and gratifications** identified by **Blumler and Katz** – p.39?