

Quiz – no notes, no cheating.

1. Define the term media language
2. Give 5 examples of form conventions using a magazine?
3. What are the 2 mise-en-scene styles?
4. Name 3 Propp character types
5. What elements make up mise-en-scene?
6. Explain a polysemic reading – and one reason why it can occur... (2 marks)
7. Why might a high-angle shot be used?
8. What effect does low-key lighting achieve?
9. Opposing mise-en-scene, how else can filmmakers create 'meaning'?
10. Name Todorov's narrative stages - 3
11. What are the two basic ways to frame a subject?
12. What type of sound can be heard by audience only?
13. Name an editing technique – then explain why it is used (2 marks)
14. What is ideology?

Power up your analysis!

ANALYSIS POWER UP

GENERAL ADVICE

Analyse don't describe

Explain the **effects** of the media product on audiences - what emotions or ideas does the product produce for readers or viewers?

Explain the product's **representational effects** - what does the product suggest about gender, race or class?

Ditch GCSE descriptions

'The product catches the eye'

Use instead:

'The magazine convinces the audience to make an impulse buy by...'

'The product creates a visceral response through its use of...'

'The product immediately makes the audience feel...'

The word 'shows'

See below for alternatives

'The text is bold and colourful'

Use instead:

SENTENCE TECHNIQUES

Use the sentence forms and techniques below to help you construct exam-winning analysis:

Describe effects

Create powerful analysis by describing media techniques. Use the descriptor boxes on this sheet to help.

Good: 'Tracking shots are used to maintain audience interest'

Better: 'Disorientating tracking shots are used to maintain audience interest'

Use list sentences

List sentences quickly provide **detailed** analysis. The technique is hugely useful in exams where time is limited.

Formula: 'The use of *technique 1*, *technique 2* and *technique 3* combine to make the audience feel...'

Example: Disorientating tracking shots, whip-pans and disconcerting hand-held camera movement combine to connote an impending sense of danger.'

Use effect contrast sentences

These sentence types detail product transformations.

Formula: 'Initially, audiences are presented with the use of *technique 1*, but that later changes to the use of *technique 2*. This creates an interesting juxtaposition and is used to signify...'

Example: 'In Riptide, audiences are initially presented with a series of idealised high-key lit shots, but later depictions are desaturated and lit in a low-key lighting style. This aesthetic contrast is used to signify the dehumanising effects of patriarchy on

CAMERA/IMAGE TECHNIQUES

Shot distance

ECU, CU, MS, LMS, VLS, E
Establishing shot, aerial

Shot composition

open frame
closed frame
symmetrical composition
asymmetrical composition
tilt up, tilt down
two shot, OTS, OTU
high depth of field, low depth of field
4th wall break

CAMERA/IMAGE DESCRIPTORS

Descending
Ascending
Empowering
Oppressive
Hand-held
Static
Choppy
Drifting
Rapid

1

2

3

How is Boris Johnson represented on the front page of the Daily Mail?



1. Close-up

2. Facial expression

3. Headline

Context: At the time, Boris Johnson was the Prime Minister and leader of the Conservative party. The Daily Mail are a right-wing tabloid newspaper and have a staunch affiliation to the Conservative party.

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BORIS'S HEARTFELT MESSAGE ON DAY UK REACHED 100,000 DEAD

I offer my deepest condolences to everyone who's lost a loved one: fathers and mothers, brothers and sisters, sons and daughters...

I was Prime Minister. I take full responsibility.

I AM DEEPLY SORRY



BORIS Johnson said he was 'deeply sorry for every life lost' last night as the UK went past 100,000 coronavirus deaths.

By **Kate Pickles**
Health Correspondent

every action his Government had taken in the pandemic.

He insisted ministers had done 'everything we could' to limit the fatalities but admitted it was hard to compute the sorrow behind the death

toll. The UK is the first country in Europe to reach the grim milestone.

Describing it as 'an appalling and tragic loss of life', an emotional Mr Johnson said each victim was a father, mother, brother, sister, son, daughter or grandparent. And he acknowledged that many relatives mourned 'without the chance to even say good-

bye'. The Prime Minister said the country would have time to 'learn lessons, reflect and repair' at the end of the crisis, which was now in sight thanks to the roll-out of vaccines.

And he said the nation would then come together 'to remember everyone we lost, and to honour the selfless

Turn to Page 6

How is Boris Johnson represented on the front page of the Daily Mail?

2

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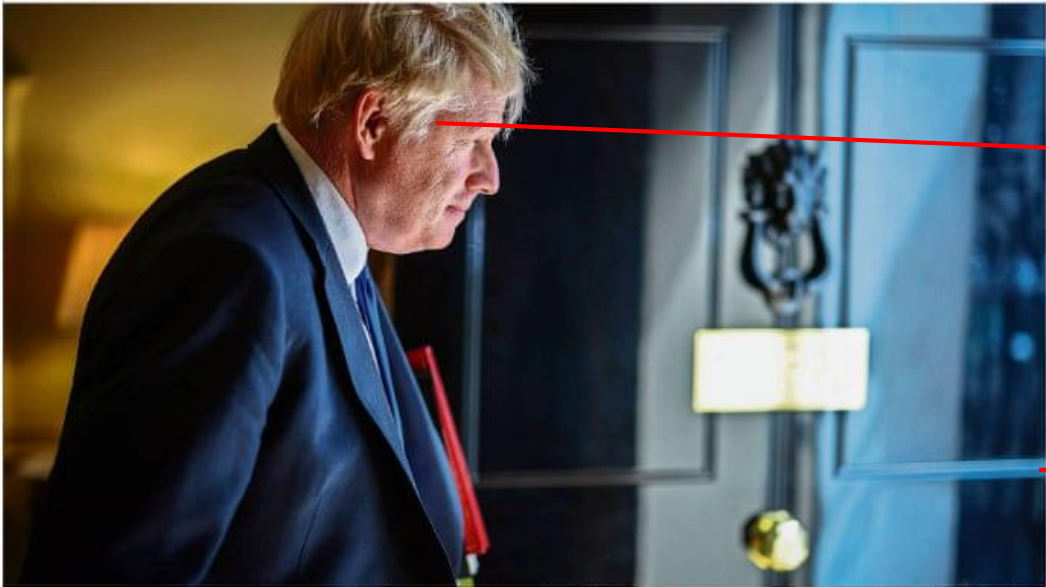
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The _____ 1 _____, _____ 2 _____ and _____ 3 _____ are used by the Daily Mail to construct a _____ representation of Boris Johnson. The media language connotations present the PM as _____

Context: At the time, Boris Johnson was the Prime Minister and leader of the Conservative party. The Daily Mail are a right-wing tabloid newspaper and have a staunch affiliation to the Conservative party.

Desperate, deluded PM clings to power



Standoff after dozens of Conservative MPs resign government roles in a single day

Heather Stewart
Rowena Mason
Jessica Elgot
Peter Walker

Boris Johnson was locked in an unprecedented standoff with his own cabinet last night as he clung to power after an extraordinary day that brought nearly 40 resignations and the sacking of Michael Gove.

The prime minister appeared determined to fight on, despite a delegation of senior ministers, including the home secretary, Priti Patel, and transport secretary, Grant Shapps, urging him to resign.


Instead of sleeping down, Johnson responded by sacking Gove as leveling up secretary.

Gove had earlier told the prime minister in a face-to-face meeting that he believed his position was unsustainable given the number of MPs who had turned against him.

Johnson's allies said that he had no plans to step aside. A Downing Street source said: "He wants to stay and fight. The choice is a summer of navel-gazing and instability or a new partnership that finally moves forward and tackles the cost of living crisis and grows the economy. It's not quite as

Inside

- I have concluded the problem starts at the top, says Sajid Javid in devastating speech [Page 3](#) →
- Prime minister is still in place, but jostling has already begun among leading Tories to take his job [Page 6](#) →
- The Tory party has subordinated its judgment and identity in the service of one man's monstrous ego [Leader comment, Journal, Page 2](#) →



How is Boris Johnson represented on the front page of the Guardian?

Headline

Low-key lighting

Open-framing

Context: At the time, Boris Johnson was the Prime Minister and leader of the Conservative party. The Guardian are a left/centrist broadsheet newspaper.

Putting it all together:

- The _____ 1 _____, _____ 2 _____ and _____ 3 _____ are used by the Daily Mail to construct a _____ representation of Boris Johnson. The media language connotations present the PM as _____
- This is juxtaposed to the Guardian's _____ front page representation of Johnson where media language elements such as the _____, _____ and _____ combine to suggest he _____
- *WHY? Can you offer the reason for the representations? Link to social and political context.*



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