

Year 8 – Gender and Stereotypes: An Introduction to Media Studies

What is Media?

Media is the term we use to describe the group of ways in which information and ideas are communicated to large number of people (mass communication).

Forms of media: art, books, newspapers, magazines, photography, television, radio, film, video, websites, blogs, vlogs, and social media platforms.

Media Concepts and Terms

archetype – the original pattern or model of something.
cinematography – the art of photography & camera-work in film making.
connotations – the ideas, feelings or associations that words and signs give you.
denotations – the literal meanings of words and signs.
diegetic sound – the sounds that come from within the world of the film.
non-diegetic sound – the sounds that come from outside the world of the film (e.g. music score).
director – the person in control of making a film.
mis-en-scene – everything that appears in front of the camera (props, lighting, actors, etc.)
semiotics – the study of signs and symbols, their uses and their interpretations.
signifier – a sign’s physical form rather than its meaning.
stereotype – a widely held but over-simplified and often inaccurate image of a person or thing.

Shot Types

BCU – Big Close Up	MS – Mid Shot	2-SHOT – Two shot
CU – Close Up	MLS – Medium Long Shot	3-SHOT – Three shot
MCU – Medium Close Up	LS – Long Shot	HA – High angle
O-S – Over The Shoulder	WS – Wide Shot	LA – Low angle

Propp’s Character Types

Hero - the main character who is on a quest / mission / journey
False hero - takes credit for the hero’s actions
Villain - fights against the hero
Princess - the prize itself
Donor - rewards the hero with the prize
Helper - often accompanies the hero on the quest and helps out in times of difficulty
Dispatcher - gives something to the hero to assist the quest
Princess’ father - sends the hero on his/her journey/quest

Vladimir Propp was a folklorist researcher interested in the relationship between characters and narrative. Propp argued that stories are character driven and that plots develop from the decisions and actions of characters and how they function in a story. He claimed characters could be classified into certain roles that progress a story.

Rhetorical Techniques

- D** – **direct address** (You, the reader or audience)
- A** - **alliteration** (repetition of the same sound at the start of consecutive words)
anecdote (a short, personal story used to illustrate a point)
- F** - **facts** (information that can be proven to be correct)
flattery (complimenting your reader or audience)
- O** - **opinions** (your views on a topic)
opponent (acknowledging the opposite point of view and being able to counter it)
- R** - **rhetorical questions** (a question that doesn’t require an answer)
repetition (using important words or phrases more than once to give them emphasis)
- E** - **emotive language** (words and phrases used to make your reader or audience feel strongly)
exaggeration (also known as hyperbole – giving something excessive emphasis)
- S** - **statistics** (using number data to support your argument)
satire (using irony, sarcasm and other forms of humour to make fun of the opposing view)
- T** - **triples** (or rule of three – using a list of three to create a sense of completion or finality).



How to write persuasively

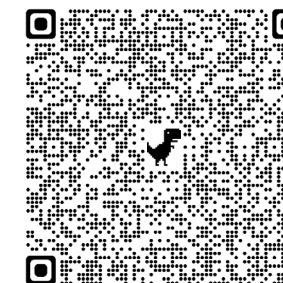
Coordinating Conjunctions	for – and – nor - but – or – yet – so (fanboys)
Subordinating Conjunctions	although – because – now that – until – while – despite the fact – even though - nevertheless
Correlative Conjunctions	both...and – not only...but also – either...or
Causal Conjunctions	therefore – as a result – consequently - since
Reported Speech	Attenborough told viewers to campaign to save the coral reefs.
Modal Verbs	Can – could – may – might – must – should – ought – shall – will - would
Expanded noun phrases	In just two decades, our once beautiful blue oceans are now junk yards.
Concession	I know it seems impossible, but you can help make a difference.
Condescension	Everyone knows that CO2 emissions are rising.
Relative Clause	Britain, which contributes £1 billion, is helping to alleviate global poverty.

QR Codes

Punctuation Guide



Thinking and Writing about Texts using WHAT – HOW – WHY



How to write a review – BBC Bitesize

