Demographic

Represented as…

Representation and Contexts

Audience Response

Semiotics

Events / Issues

Viewpoints & Ideologies

Component: 1A

Unit: Posters – The Man with the Golden Gun

Area: Representation

Stereotypes / Non-Stereotypes

Mulvey Theory –

Gilroy Theory –

Van Zoonen Theory –

Hall Theory -

Misrepresentation / Under-Representation

**Knowledge Organizer Glossary**

**Demographic:** The age, gender, race, ethnicity and socio-economic information of people.

**Viewpoints:** The points of view that the producers are giving off about a topic, group of people or event.

**Ideologies:** The beliefs that the producers have of various topics, groups of people or events and how they show their beliefs.

**Events / Issues:** Events are things that happen once or very rarely. Issues are problems that occur often or throughout time.

**Semiotics:** Denoting (describing) what is seen on the product and then connoting (analysing for meaning) the product.

**Stereotypes/Non-Stereotypes:** Simple and two-dimensional ways of representing people.

**Misrepresentation:** Representing people/events/issues in a non-realistic manner.

**Under-Representation:** Groups of people not featuring as often as they would realistically or not featuring at all.

**Representation and Contexts:** How the context surrounding the product has influenced the decision on how to represent the people/event/issue.

**Audience Response:** How different audiences may respond to the representation seen.

**Mulvey Theory:** Women are inferior and used as sexual objects.

**Gilroy Theory:** Black minorities are seen as inferior, us vs them and racial hierarches.

**Van Zoonen:** Patriarchal society makes it difficult for women to thrive and succeed in life.

**Hall Theory:** Stereotypes occur when people try to represent people different to themselves. Stereotypes are often negative.

**Print Media Language**

**Language**

* Language Devices
* Coverlines/Headlines
* Copy
* Slogans
* Anchorage
* Puffs
* Information

**Images**

* Cinematography (shot types/angles/focus/framing)
* Mise-en-scene (costume/props/setting/studio/hair & makeup)
* Lighting
* Narrative

**Layout & Design**

* Space
* Rule of Thirds (top/middle/bottom)
* Colour palette
* Composition
* Leading Lines
* Shapes
* Typography
* Borders

Magazines – Technical Codes

**Masthead:** The title of the magazine.

**Coverlines/Main Coverline:** Short summarisation of the article.

**Straplines:** Found at the top or bottom of the magazine. Tries to entice potential readers to buy the magazine with further information.

**Images/Main Image:** Pictures around and about the articles.

**Puff:** A coloured shape that includes information on freebies, events, competitions or sometimes other coverlines within.

**Tagline:** A promotional slogan E.G. Nike ‘Just DO IT’.

Newspapers – Technical Codes

**Masthead:** The title of the newspaper.

**Headlines/Main Headline:** Short summarisation of the article.

**Standfirsts:** A short, first paragraph of an article within a border.

**Copy:** The columns of the articles themselves.

**Bylines:** Information on the journalists.

**Anchoring:** Written text on top of an image that provides info.

**Images/Main Image:** The pictures around and about articles.

**Splash:** A story that takes up the whole front page of a newspaper.

**Standalones:** Advertisements that are pictures only.

**Advertisements:** Small sections that are advertising products with the use of text and/or pictures.

Posters – Technical Codes

**Title:** The name of the film/product.

**Credit Billing:** Lots of writing at the bottom of the poster about who is involved with the production.

**Slogan:** A short sentence that hints at the narrative and draws audiences in.

**Images/Main Image:** Pictures on the poster that hint at characters, narratives and themes.

**Release Date:** A specific date if a full theatrical poster or “Coming Soon” if a teaser poster.

**Credits:** Names of actors.

Print Advertisements – Technical Codes

**Title:** The name of the product/charity.

**Information:** Information about the product.

**Slogan:** A short sentence entices audiences to buy or pay into the product.

**Images/Main Image:** Pictures on the poster that hint at characters, narratives and themes.

**Scheduling information:** Information about where and when to find the product.

**Contact information:** Information about how to get in touch with the company.

**Cover model:** The man and/or woman modelling for the product.

**Additional information**: Codes, prices, related information.