Narrative/Story

Realism

Intertextuality

Propps Theory –

Barthes Theory –

Levi-Strauss Theory -

Hybridity

Technology & Quality of Media Language

Semiotics

Codes and Conventions

Viewpoints & Ideologies

Genre

Component: 1A

Unit: Print Advertisement – Quality Street

Area: Media Language

**Knowledge Organizer Glossary**

**Genre:** A type / category of media products E.G. Charity adverts or Commercial adverts.

**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.

**Codes and Conventions:** The specific ways in which genres use codes to make it clear what genre they are. E.G. Dark lighting in horror products.

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

**Hybridity:** Media products that have conventions of more than one genre within.

**Realism:** The ways in which the product tries to make the event, people or issues they are portraying seemingly realistic (real).

**Intertextuality:** Examples of other media products featuring on other products.

**Narrative:** The story that being told with the use of images and language.

**Propps Theory:** Standard ‘typical’ characters the feature in media products (hero, princess, villain, sidekick etc.)

**Barthes Theory:** Media products encode meaning that the audience decodes (denotation/connotation)

**Levi-Strauss Theory:** Most narratives include binary opposites and opposing sides. Good Vs Evil, Old Vs Young, Man Vs Woman etc.

**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.