

Media Language

I can identify how different modes and language associated with different media forms communicate meaning

I can analyse how the combination of elements of media language influence meaning

I can apply Barthes' theory of semiotics to the text

I understand the significance of the varieties of ways intertextuality can be used in the media

I can analyse the codes and conventions of media forms and products, including the processes through which media language develops as genre

I can apply Levi-Strauss' structuralism theory to the text

I can explain the way media language incorporates viewpoints and ideologies



I can identify how developing technologies affect media language

I can identify the processes through which meanings are established through intertextuality

I can identify how audiences respond to and interpret the above aspects of media language

Key Words

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