

Introduction to the course:

Welcome to Media Studies! Over the 2 years of A Level Media Studies course you will be studying the following subject areas:

Language

Industries

Audience

Representation

Each of these areas covers a range of different skills. You will be looking at these areas and learning how:

- The media represents events, issues, individuals and social groups in different ways.
- To create your own media products, using industry standard software.
- To develop your research and analysis skills through the study of a range of media forms such as magazines, posters, film and television.
- To analyse how the media uses conventions and techniques to create meaning for an audience.
- Different media are targeted to specific audiences.
- To evaluate professional media to understand how the producers and directors aim to make an audience think or feel.

Media language

We would normally spend a few of our first lessons exploring vocabulary and terminology. Give yourself a head start by finding out the definitions of these words.

Camerawork: for these, as well as finding the definition, make sure you find an example, either moving image or still, so you are sure you are clear on what it means. Re-create the shot type yourself for extra comprehension.

Establishing

Long shot

Mid-shot

Close up

Extreme close up

Tracking shot

Panning shot

Overhead shot

Low angle shot

High angle shot

Dutch angle shot

Zoom

180 degree rule (try this one out on your phone both correctly and incorrectly so you really see what is meant by it)

Non-camera: feel free to try out these ideas as well as learning the definitions

Diegetic sound

Non-diegetic sound

Direct sound

Studio sound

Selective sound

Parallel (synchronous) sound

Contrapuntal sound

Sound bridge

Dubbing

Folley

Mise-en-scene

Setting

Colour

Lighting

Body language

Non-verbal language

Positioning

Gesture

Graphic match

Language about representation: we will spend a lot of the first term looking at representation in the media. Firstly, make sure you understand what representation is, then find definitions for the vocabulary below in relation to representation.

Ideological discourse

Culturally marked

Heteronormative

Progressive/regress

Marginalised

Value judgement

Trivialised Preferred
reading

Connotation

Detonation

Verisimilitude

Ideologically destabilising

Dominant ideology

Social myth

Deviating/conforming/subverting

