

**Media Language:** the way in which the meaning of a media product is communicated to the audience.  
**Representation:** the description or portrayal of someone or something in a particular way.

**Semiotics:** the study of signs and symbols and what they mean.

**Denotation** – what you can see/hear – the sign

**Connotation** - the deeper meaning to you/the audience.

**Representation** is not a ‘window to the world’ –it is how the media producers want you to see the world!

**Representation** is the process of how **reality** is **constructed** for an audience (this is known as **Mediation** – the slant put on by the media.)

**Representation often includes stereotypes** but to be completely fair in the media these need to be avoided.

Stereotypes are a widely held, often negative and over simplified image or idea of a particular type of person or thing.

Stereotypes are used in media products so that the audience quickly recognise the characters and can pick up the narrative easily.

**Audience theories:**

**Media products are consumed by different audiences in different ways** –an audience member can be passive or active.

The Hypodermic Needle Theory  
 Uses and Gratification Theory  
 Stuart Hall Reception Theory

### Analysing Media Language:

When you analyse a media product you should look at the signs below and describe (denotation) and then explain what this suggests to the audience/reader (connotation). You could then evaluate the interpretations of the signs (polysemic)

Symbolic	Written	Technical
Lighting and colour	Slogans	Camera angles
Setting and location	Font style	Framing of shots
Facial expressions and body language	Headlines	Cropping
Objects	Captions	Juxtaposition (2 separate signs that together make a contrasting meaning.
Key signifier images	Language choices	
Hair, clothes, makes up	Size of text	

# Theoretical Framework Key Terms

## Media Language Glossary

Key Word	Description	Example
<b>Convention</b>	Typical features of genre or product.	Horror films conventionally feature a villain and low key lighting
<b>Denotation</b>	The surface meaning of a sign – what you see.	A gun in a film poster being held by the character.
<b>Connotation</b>	The deeper meaning of a sign	Gun signifies action and violence. The character holding the gun is the hero/villain.
<b>Signifies</b>	What something suggests.	The gun signifies violence.
<b>Sign</b>	An element in a media product that is used to communicate something.	Low key lighting is a sign of a dark theme/story
<b>Polysemic</b>	A sign can have many different connotations depending on the audience	The colour red could connote danger or passion or anger. The colour red is therefore polysemic.
<b>Audience reception</b>	How the audience receive/interpret the meaning of the sign.	Media producers want audiences to accept and agree with their messages. Audiences will either agree with, reject or negotiate the dominant messages.
<b>Stereotypical</b>	A widely held and over simplified image or idea of a particular type of person or thing.	Boys stereotypically like sports, cars and video games. Girls stereotypically like the colour pink, fashion and make up.

## Representation Glossary

Key word	Description
<b>Stereotype</b>	A widely held and over simplified image or idea of a particular type of person or thing.
<b>Archetype</b>	A very typical example of a certain person or thing. For example a male archetype would be very masculine and muscly, strong and powerful with short hair and tall.
<b>Dominant</b>	Powerful for example men are seen as more dominant than women. Another meaning for dominant is the main idea.
<b>Inferior</b>	Lower in rank, status, or quality. For example, women are usually seen as inferior to men (this is a stereotype).
<b>Selection</b>	The action or fact of carefully choosing something as being the best or most suitable of the message. This includes what is, and isn't, included!
<b>Construction</b>	Technical and symbolic codes –how things have been designed, laid out, edited, put together.
<b>Mediation</b>	How the maker/producer draws on all possible ideas and resources to present their version of events/perspective to you.

# Set Text - Quality Street (1950s) Knowledge Organiser

## Context:

Made by Mackintosh in the 1930s when chocolate was expensive.

## Social and cultural context:

Luxury and high class things were now more available.

Traditional gender roles.

## Historical context:

Rationing had ended and sugar was more available.

The Regency Era is referred to Major Quality and Miss Sweetly. 1950s post war was a similar time.

## Representation:

**Male dominated:** he is in control, higher class, the 'provider'

**Major Quality** – higher class than Miss Sweetly, power and status

**Women** – love of chocolate, subservient body language, manipulative

**Miss Sweetly** – typical feminine colours, showing skin, name suggests stereotype.

**Age** – young people fun and exciting.

## Link to theorists and theories:

**Intertextuality** – the people in the frame are from 1930s QS adverts.

**Propp's Narrative** – male is the 'hero' choosing between 'damsels in distress'

**Patriarchal society** – men are shown as having more power than women.

**Laura Mulvey and the male gaze** – women

## Target Audience:

**People in the 1950s** – very different to today's audience.

**Men** – could buy this for their girlfriends/wives.

**Working, educated families** – new techniques made it cheaper to make, big words used.

**Women** – fits the idea that all women like chocolate.

## Media Language

### Technical Codes:

**Composition** – triangular arrangement of people, halo effect around man, product is framed in the centre

**Camera** - mid shot of people

**Logo** – at the bottom in colour

### Visual Codes:

**Costumes** – look like sweets, man is in a suit.

**Gold** – luxury

**Rich warm colours** – wealth

**Facial expression** – excited

**Body language** – women kissing the man

**Typography** – bold, strong, purple – royal

**Hand drawn images** – lack of technology

### Written Codes:

**Alliteration** – delicious dilemma

**Superlatives** – delicious, delightful, distinctive

**Description** – of new sweets

**Formal** – educated audience.



# Set Text - This Girl Can Knowledge Organiser

## Context:

Developed by Sport England funded by Lotto to break down barriers to exercise. TV advert to accompany it.

## Social and cultural context:

Research showed massive gender gap in sports participation.

## Political context:

Run by government organisation – there is no commercial aspect. They were not aiming to make money.

## Representation:

Challenging dominant ideology that women can't do sport in a positive way.

Counter stereotype – enjoying sport, does not care about appearance, being judged.

Aspirational role model – not a famous person, anyone can do this.

Focusing on 'real women' – no airbrushing

'Girl' – represent all women – negative connotation (childish, silly)

## Link to theorists and theories:

Propp – dominance of image suggest 'protagonist'

Laura Mulvey – does not objectify women or use stereotype.

Uses and Gratification – personal identity. Audience can see themselves in this person.

Enigma Code – 'This Girl Can' – what can she do?

## Target Audience:

Females – 24-40. Least likely to take part in sport for fear of judgement.

Appeal – young women, not perfect, not a celebrity.

Use of hashtag – appeal to modern audience

## Media Language

### Technical Codes:

Mid shot – focus on action.

Central image – important

Logos – top/small, less important

Slogan – large, central – very important

No photoshop – looks are not important

Colour – bright, eye catching

### Visual Codes:

Costume – ordinary, anyone can do it, bright and eye catching.

Hair/make up – messy, does not care

Bpdy language – full movement, enjoyment

Facial expression – eyes closed

Colour – red, passion white text stands out

### Written Codes:

Mantra – two similes, turns a negative into a positive

Language – informal, simple but positive

Typography – bold, 'girl' – wide appeal.

