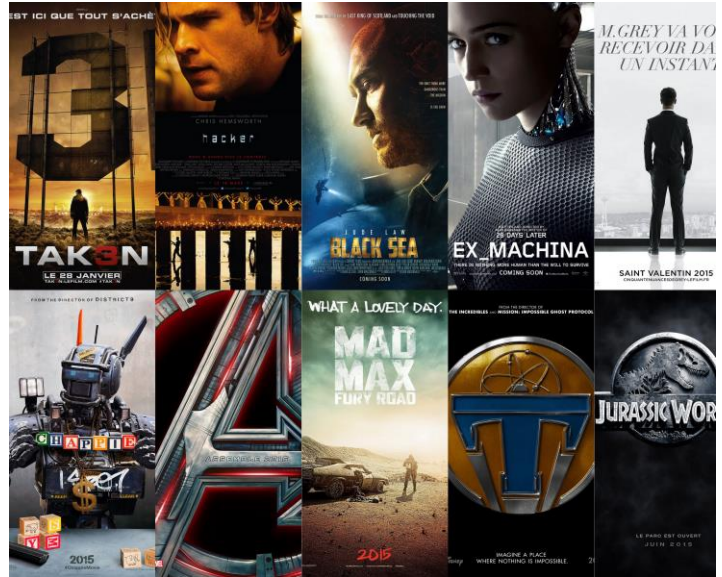




# Media Studies



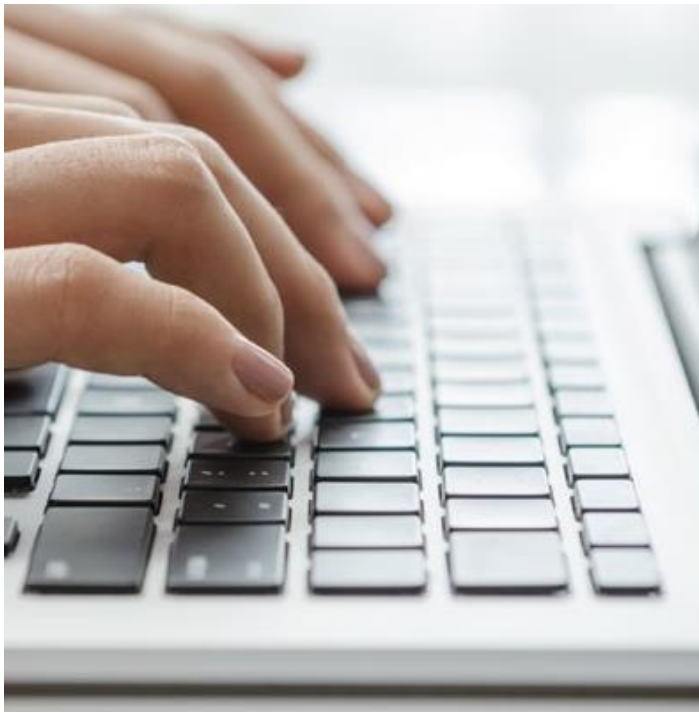
## Course Guide and Summer Work

### Google Classroom Code

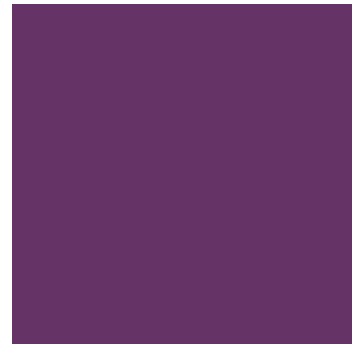
Please could you sign up to the classroom and add summer transition work.

[jenq330](#)

Exam Board: Eduqas  
Course Title: Media Studies:  
[www.eduqas.org.uk](http://www.eduqas.org.uk)



**EMPIRE**



# + Summer Work

## Task 1: Moving Image Review

### Task 1: Understanding Audiences

Select a sequence from a film and write a short **analysis** addressing the following question:

***How is representation constructed within the extract?***

You should consider the placement of camera, the sound, the setting & lighting, costume, and the editing. You may include screenshots to illustrate your points if you wish. Try to include technical media terms. A terminology guide is included within this pack. If you have not studied media at GCSE you should be able to analyse the sequence and its meanings, like you would a novel or poem for your English GCSE.

At the end of your response also consider the following questions.

Also consider these questions:

- What are the typical conventions for each genre?
- What are the strengths and weaknesses of the film?
- List 3 things from the film? drama that you might use in your own production.

Use the glossary at the back of this booklet to help you.



## + Summer Work

### Task 2: Create a Fragrance Advert

**Draft an advert for a fragrance that appeals to a specific audience. What would be the messages in your advert? You could try to make a modern advert that breaks typical conventions.**

We would like to display this work, so please make it as large (suggested size A3) and as colourful as possible. Remember to include everything that you explored in the textual analysis task. You can create your draft advert in any way that you choose, for example

- In pencil and pen
- As a **collage** of images found in magazines
- Using software such as **Photoshop or Canva**
- **Any combination of the above!**





# Required Knowledge and skills

You should have a genuine interest in media texts and industries. Excellent written analysis skills and an aptitude for independent working, together with creative ideas and practical skills (for example using photo manipulation software and video editing) will be developed on this course.





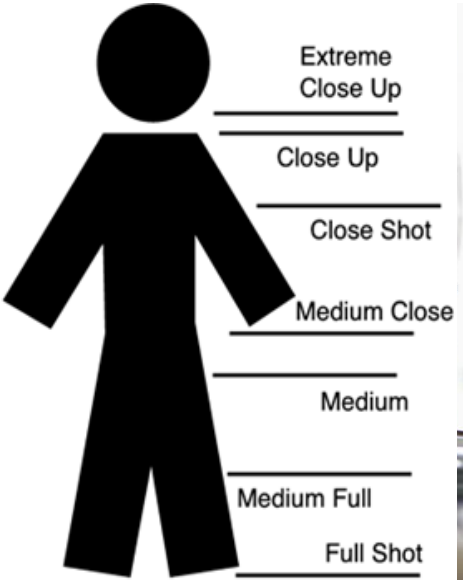
# Key Terminology

Key word that you need to know

## Sound



## Cameraswork









## Mise-en-scene







Camera Shots	
 Establishing Shot	Tells the audience where we are; establishes a location. For example, a shot of an office building or restaurant.
 Long shot	Shows entire body of a character, shows background/location.
 Mid/medium shot	Shows torso and some background.
 Close-up	Head and shoulders, usually used to draw focus to a specific character or object.
 Extreme Close-up	A specific facial feature fills the frame to ensure the audience focuses on that facial feature and the characters emotion/reaction.
 Point-of-view shot	Helps us to see the action from a character's viewpoint and thus empathise with them.
 Two characters fill the frame.	Two characters fill the frame.

## Camera Angles

	<p>The audience is at the same height/level as the actors/characters.</p>
	<p>The camera is higher than most of the actors, and looks down on a character/actor. This can show the audience difference in height, power, etc.</p>
	<p>The camera is lower than most of the actors, and looks up on a character/actor. This can show the audience difference in height, power, etc.</p>
	<p>The camera is at an awkward angle to show the audience something is “off” in the scene. To make the audience feel uneasy, confused, or build tension in a scene.</p>
	<p>The view from high above, as if you were looking from the perspective of a bird.</p>
	<p>As if the camera was on the ground, and you were looking through the eyes of an insect/worm from the ground.</p>

## Camera Movements

*In the same way that framing can be used to enhance our involvement in the film action, the way in which a camera is moved can be used to direct our attention to emphasise a particular viewpoint. Camera movements include:*

	<p>Where the camera moves across from side to side from a fixed position.</p>
	<p>Where the camera moves up and down from a fixed position.</p>
	<p>Where the camera, mounted on a crane, moves around at a distance above ground level; capable of achieving high elevations and movements.</p>
	<p>Where the camera follows the action, moving along tracks or a dolly.</p>



Sound	
<b>Diegetic sound</b>	Sound which has a source on-screen. For example: dialogue.
<b>Non-diegetic sound</b>	Sound which does not have a source on-screen. For example: music or voiceover.
<b>Sound bridge</b>	The sound from one scene continuing to the next or the sound from the next scene being used before the audience see the relevant images. It gives the sense that the film is 'linked' together.
<b>Synchronous sound</b>	Sounds which are expected with what is viewed. For example in a birthday party you expect to hear laughter, singing and music
<b>Asynchronous sound</b>	Sound which does not match or is unexpected with the images on the screen. Can be used to build tension, suspense or emotion.
<b>Voiceover</b>	Non-diegetic sound of a person speaking over a scene.

Editing	
<i>The term editing refers to the changing shots within a piece of film. The speed with which this happens has important role in creating atmosphere. For instance, if there is a car chase on screen, the editing will be rapid, making us excited. A countryside picnic scene, on the other hand, will probably feature slow editing; we relax and take in the details on the screen.</i>	
<b>Continuity editing</b>	The system of cutting used in most mainstream films. The intention is to establish the illusion of continuous action and keep the audiences' attention on the story.
<b>Non-continuity editing</b>	Use of editing style which draws the audience attention to the film making process to reveal that film is 'constructed', not 'natural'.
<b>Shot-reverse-shot</b>	This is when one character is shown looking at another character (often off-screen), and then the other character is shown looking "back" at the first character.
<b>Cross-cutting</b>	Cross-cutting is an editing technique most often used in films to establish action occurring at the same time in two different locations. In a cross-cut, the camera will cut away from one action to another action, which can suggest the simultaneity of these two actions but this is not always the case. It can be used to build suspense.
<b>Fast-paced editing</b>	When scenes are edited together using lots of shots cut together quickly. Has the effect the action is taking place quickly and can build tension.
<b>Dissolve</b>	The gradual transition from one image to another.
<b>Cut</b>	An abrupt transition from one shot to another. Usually it is used to maintain continuity editing.
<b>Wipe</b>	A transition from one image to another. One image is replaced by another with a distinct edge that forms a shape. For example a simple edge, an expanding circle, or the turning of a page. Makes the audience more 'aware' they are watching a film.
<b>Fade</b>	Transition generally used at the end of a scene to signify to the audience an end of action. Generally action will fade to black.
<b>Jump cut</b>	Two shots of the same subject are taken from camera positions that vary only slightly. It causes the subject to appear to 'jump' in an abrupt way, drawing the audiences' attention to the editing.
<b>CGI</b>	Computer generated imagery. Any still or moving image created using software.
<b>Slow motion</b>	A post-production effect in which time seems to slow down.

## General

<b>Convention</b>	A common set of standards used to make texts easily identifiable.
<b>Connotation/connotes</b>	What you associate with an image or the deeper or hidden meanings and associations. For example: The use of a spaceship set, green lighting and make-up which makes the actors look like aliens connotes to the audience that this is a science-fiction film.
<b>Signify/signifies</b>	The associations that a sign or symbol refers to. For example: The antagonist has a gun which signifies he is violent.
<b>Mise-en-scene</b>	<p>This term is used in film to describe what is in the frame/scene and why. There are several areas to consider when talking about mise-en-scène:</p> <ul style="list-style-type: none"> <li>• Setting &amp; location</li> <li>• Props</li> <li>• Costume and make-up</li> <li>• Character performance (Body language and facial expression)</li> <li>• Blocking (character location &amp; positioning in relation to other characters or objects)</li> <li>• Lighting</li> </ul>
<b>Lighting</b>	Lighting quickly creates an atmosphere on screen. If it is dark and shadowy we might be made to feel uneasy, as in a thriller; if the lighting is bright we feel happy and confident. The filmmaker can use lighting to draw our attention to a person/object or equally, to hide them.
<b>Hybrid Genre</b>	When the films could be categorised as more than one film genre. For example an action/adventure comedy or an action/adventure sci-fi.
<b>Protagonist</b>	The hero
<b>Antagonist</b>	The villain





+

# Media Studies

AW

2024