Knowledge Organiser: CSP Advertising & Marketing

General Media Conventions

Codes and Conventions
System of signs to help create meaning.

Symbolic Codes
Setting, mise-en-scene, acting, colour

Technical Codes
Camerawork, editing, audio, lighting,

Written Codes
Print language, spoken language.

Conventions
Form conventions, story conventions, genre conventions.

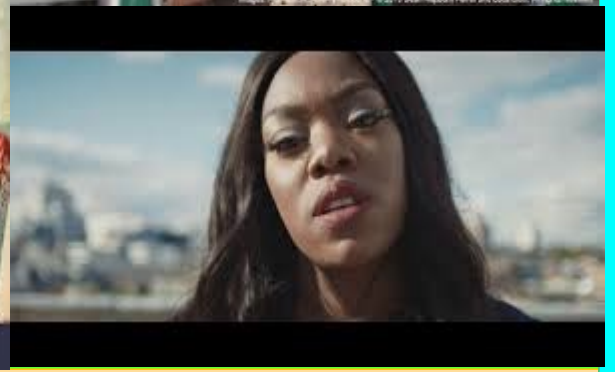
Genre
A style or category of art, music or literature.

Narrative Structure
The order and the manner in which a narrative is presented to the reader, listener or viewer.

Intertextuality
The process by which meanings from one text becomes part of, or refer to another.

Character types
Propps, protagonist, binary oppositions within the TV show.

Messages, Values & Beliefs
System of ideas.



Media Audiences

Mode of address
The way a media product 'speaks' to its audience.

Demographics
The characteristics and make-up of a sample of the population, eg age, gender, nationality.

Active audience
Audiences that, rather than sitting passively in front of a media product, positively interact with what they are seeing and hearing

Passive audience
An audience that just observe events rather than actively respond to it.

NRS: Social Demographic Scale
A system of demographic classification used in the UK.

Psychographic Demographic
Information based on audiences habits, hobbies and values.

Uses & Gratification Theory
An approach to understanding why and how people actively seek out specific media to satisfy specific needs.

Media Representation

Femininity
A set of attributes, behaviours, and roles associated with girls and women.

Masculinity
Possession of qualities traditionally associated with men; handsome, muscled, driven

Social groups
Upper, Middle, Lower class social groups represented within the TV show.

Stereotypes
A widely held but fixed and oversimplified image of idea of a particular type of person.

Historical, Social and Cultural Contexts

NHS Advert
Raises issues about the social function of some promotional products and the impact they can have on behaviour, attitudes and beliefs.

Galaxy Advert
Understand the powerful influence of changing social values and beliefs on advertisements.

OMO Advert
How political changes played a role in the developments that have made this advertisements seem outdated and unusual, especially in terms of gender representation.