

## 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**

The TV or Film type

### **Hybridity**

Combination of three genres

### **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.



## 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.

## **Knowledge Organiser: CSP Television & Film**

## 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.

### **Fantasy Genre**

How is this represented within Class & Dr Who?

### **Stereotypes**

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

### **Teenagers**

How are teenagers represented in Dr Who and Class?

## Media Industries

### **Production Company**

A company that produces films and television shows.

### **Production Budget**

Production budget calculates the number of units the production company create the Film or TV show.

### **BBC**

British Broadcasting Company

### **BBFC**

British Board of Film Classification

## Historical, Social and Cultural Contexts

### **Dr Who v's Class**

How do both the shows reflect society and culture at the time of production? Similarities and differences between these shows in terms of when they were produced?

### **BBC3**

Online viewing platform only

### **BBC**

First channel on British Television