**National 5 Media Revision**

There are lots of different types of question you could be asked in the exam, and lots of technical terms that could be used in those questions – half the battle is in recognizing the terms and knowing what the examiners are looking for. Use the table below to help learn key vocabulary and work out which texts you need for which type of question.

| **Question keyword / phrase** | **What it means** | **Which text(s) you can use to answer on it** |
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| **CATEGORIES:****Genre**  | The type of text you are writing about, e.g. horror, romance, drama etc. | **Jessica Jones** |
| * **Genre convention**
 | The features that tell you what genre a text is (e.g. dark lighting, characters screaming = teen horror genre conventions) | **Jessica Jones** |
| **CATEGORIES:****Purpose** | The reason why a text was made (e.g. to entertain an audience; to advertise a feature film; to make a profit; to inform and educate the public about safety etc.) | **Jessica Jones** (entertainment/profit – refer to use of genre conventions; narrative; MCU tie-ins); **Shame on You / DWTD** (public service; promotion of road & rail safety)**Lynx ads** (entertainment, promotion, profit) |
| **CATEGORIES:****Tone** | The mood or atmosphere of a text, or part of a text. | **Jessica Jones** (dark, intense tone – opening sequence of ep. 1)**Shame on You** (shocking tone);  |
| **NARRATIVE**  | The way a text creates a story |  |
| * **Narrative Structure**
 | The overall shape of the narrative – e.g. the Todorovian structure (equilibrium; disruption; recognition; attempt to repair; new equilibrium) | **Jessica Jones / Shame on You /**  |
| * **Narrative code**
 | The building blocks of a narrative – i.e. **action codes** (any action that moves the story on); **enigma codes** (questions an audience wants to know the answer to); **referential codes** (references to the real world that make a fiction text seem more realistic) **binary oppositions** (opposing forces that create conflict in a narrative) | **Jessica Jones / Shame on You /**  |
| * **Narrative convention**
 | The types of events you expect to find in a certain type of narrative – e.g. you expect to see dramatic fight scenes in a superhero show; you expect the villain to be defeated etc. | **Jessica Jones / Shame on You**  |
| **LANGUAGE / LANGUAGE FEATURES** | Film Language – that is, MUSCLE; Mise-en-scene; Use of camera; Sound; Colour; Lighting; EditingNB – *questions on language will often not use the word ‘language’ but may talk about* ***technical and cultural codes*** *instead:* | **Jessica Jones****Shame on You** |
| * **Technical code**
 | Technical aspects of film language (i.e. camerawork, sound, editing, lighting etc.) | **Jessica Jones / Shame on You** |
| * **Cultural code**
 | Features of film language that have cultural meanings (i.e. mainly the mise-en-scene, but also colour at times) | **Jessica Jones / Shame on You** |
| **REPRESENTATION** | How texts create impressions of people, places and/or ideas | **Jessica Jones** (representation of Jessica, of Kilgrave, of Luke etc.); **Lynx ads** (representation of women) |
| * **Stereotype**
 | Commonly repeated representations that are easy to recognize |
| **INSTITUTIONS** | The legal and financial and practical factors that affect the making and distribution of a media text | **Jessica Jones**  |
| * **Internal controls**
 | Factors affecting the making of a text (e.g. production companies; budget; casting etc.) | **Jessica Jones**  |
| * **External controls**
 | Factors affecting the distribution of a text, often legal (e.g. age ratings – BBFC and MPAA; health and safety law; animal cruelty law) | **Jessica Jones**  |
| **AUDIENCE:****Target audience** | The audience a text is aimed at, usually broken down by age, gender, interests | **Jessica Jones / Lynx ads** |
| **AUDIENCE:****Preferred reading** | The message the producers of a text want the audience to take from it. | **Jessica Jones / Lynx ads** |
| **AUDIENCE:****Differential reading (or Differential decoding)** | Alternative interpretations that some audience groups may take instead of the preferred reading | **Jessica Jones / Lynx ads** |
| **SOCIETY:****Ideas from time or place** | Anything from the society in which the text was made or set that affects the content of the text | **Jessica Jones / Lynx ads (old and new)** |
| **Purpose:****Profit** | One purpose for making a media text is to make a profit for the producers | **Jessica Jones** (makes a profit by entertaining its audience) / **Lynx ads** (make profit by entertaining audience and selling products) |
| **Purpose:****Promotion** | Some Media texts are made to promote ideas, products or people (i.e. trailers promote the feature film; PSAs promote public safety; product ads promote the product etc.) | **Shame on You / Dumb Ways to Die** (promote safer driving and safety on the railways)**Lynx ads** – promote products/brand |
| **Purpose:****Public Service** | Media texts that are not intended to make a profit; that are paid for by the government or charities to inform or educate the public | **Shame on You / Dumb Ways to Die**  |
| **Meeting needs:****Entertainment** | Media texts that aim to entertain the public | **Jessica Jones / Lynx ads** |
| **Meeting needs:****Education** | Media texts that aim to educate the public (i.e. teach them about an issue or idea) | **Shame on You / Dumb Ways to Die /**  |
| **Meeting needs:****Information** | Media texts that aim to inform the public (i.e. inform them about an issue or idea) | **Shame on You / Dumb Ways to Die** |
| **Influencing attitudes and behaviour – intentionally** | Media texts that want their audience to change something about their behavior or their attitudes. | **Shame on You / Dumb Ways to Die** (want the public to take more care about safety when driving / around railway tracks);  |
| **Influencing attitudes and behaviour - unintentionally** | Media texts that have an effect on audience’s behaviour without meaning to. | **Dumb ways to Die** (has been criticized as unintentionally reinforcing the idea of suicide, especially as related to railways)**Lynx ads** (have been criticized for encouraging sexist attitudes and behavior in young men) |

**List of texts with suitable question types:**

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| **Jessica Jones*** **Narrative**
* **Representation**
* **Language**
* **Genre**
* **Purpose**
* **Tone**
 | * **Entertainment**
* **Profit**
* **Audience**
* **Institutions**
* **Society (ideas from time & place)**
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| **Shame on You PSA*** **Language**
* **Purpose (Public Service)**
* **Promotion**
* **Education**
* **Information**
* **Influencing attitudes and behaviours**
 | **Dumb Ways to Die PSA*** **Language**
* **Purpose (Public Service)**
* **Promotion**
* **Education**
* **Information**
* **Influencing attitudes and behaviours**
 | **Lynx ads*** **Language**
* **Purpose (profit, promotion)**
* **Representation**
* **Influencing attitudes and behaviours**
* **Meeting need for entertainment**
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