

KEY ASPECTS	SUB-ELEMENTS	
CATEGORIES	Medium	eg: film/TV/newspaper/etc Consider WHY the product has been produced in a particular <b>medium</b> if relevant
	Purpose	eg: to entertain, challenge, inform, argue, persuade, highlight, etc...
	Form	the formal elements that give the medium product its overall structure, eg: genre, narrative, soundtrack, etc...
	Genre conventions	this things we would expect to see in a given genre, eg: cowboys in a Western, the hero winning, the boy gets the girl/boy at the end, etc...
	Tone (mood, feeling)	this is the overall effect of a piece. How does it make you (the audience) <b>feel</b> during, and at the end, of the product?
	Style	refers to all the elements of <b>form rather than content</b> in a text. This covers a massive range of factors and might include music, actors, the language of the script, and so on.
LANGUAGE	Technical codes	covers such things as how the camera is used (shots/framing/movement), how lighting is used (natural, artificial, highlighting), how colour is used (connotations of specific colours), and so forth. Many of these contribute to the <i>mis-en-scene</i> in the product.
	Cultural codes	are things that indicate a person/character's place in society. This is most easily indicated through costume/clothes
	Anchorage	is a technique through which a <b>director</b> can tie down a preferred reading by adding a secondary element, eg: adding sad or happy music to images of people crying can change the interpretation of why the people are crying.
NARRATIVE	Structure	how the narrative is unfolded, eg: episodic, chronological, equilibrium, etc...
	Codes	refer to elements of the narrative that we respond to, eg: enigmatic code, sybolic code, etc...
	Conventions	relate to the aspects of a particular <b>narrative</b> that we expect to see, eg: the baddy is defeated at the end, etc...
REPRESENTATION	Selection	of characters to inhabit the narrative.eg: Why are particular characters included, and what do they add to the narrative? of images to represent specific points of view. eg: does the imagery conform to, or go against, stereotypes?
	Portrayal	refers to <b>how</b> characters are portrayed. eg: are any of the characters stereotypes, and if so, of who/what? Does the narrative portray a particular point of view of society?
	Ideological discourses	Texts should be examined for: <ul style="list-style-type: none"> <li>• Expressions of shared systems of meaning such as ideologies and myths.</li> <li>• Dominant or oppositional discourses which reflect struggles between differing groups in society.</li> <li>• The relationship between the real world and the representations in the text.</li> <li>• Do other texts reinforce these representations? (<i>Intertextualise</i>)</li> </ul>
AUDIENCE	Target audience	refers to who (and how you know) a text is produced for. eg: consider categories, access, intertextual references, etc...
	Preferred reading	the meaning that the producer/director hopes or intends an audience to take from the text.
	Differential decoding	the actual reading that an audience takes from a text. eg: an anti-smoking advert will not stop everyone who sees it from giving up smoking.
	Mode of address	the manner, or 'tone of voice', the media uses to speak to the audience. eg: who the producer has in mind when creating.