



HIGHER MEDIA

CATEGORIES

CATEGORIES

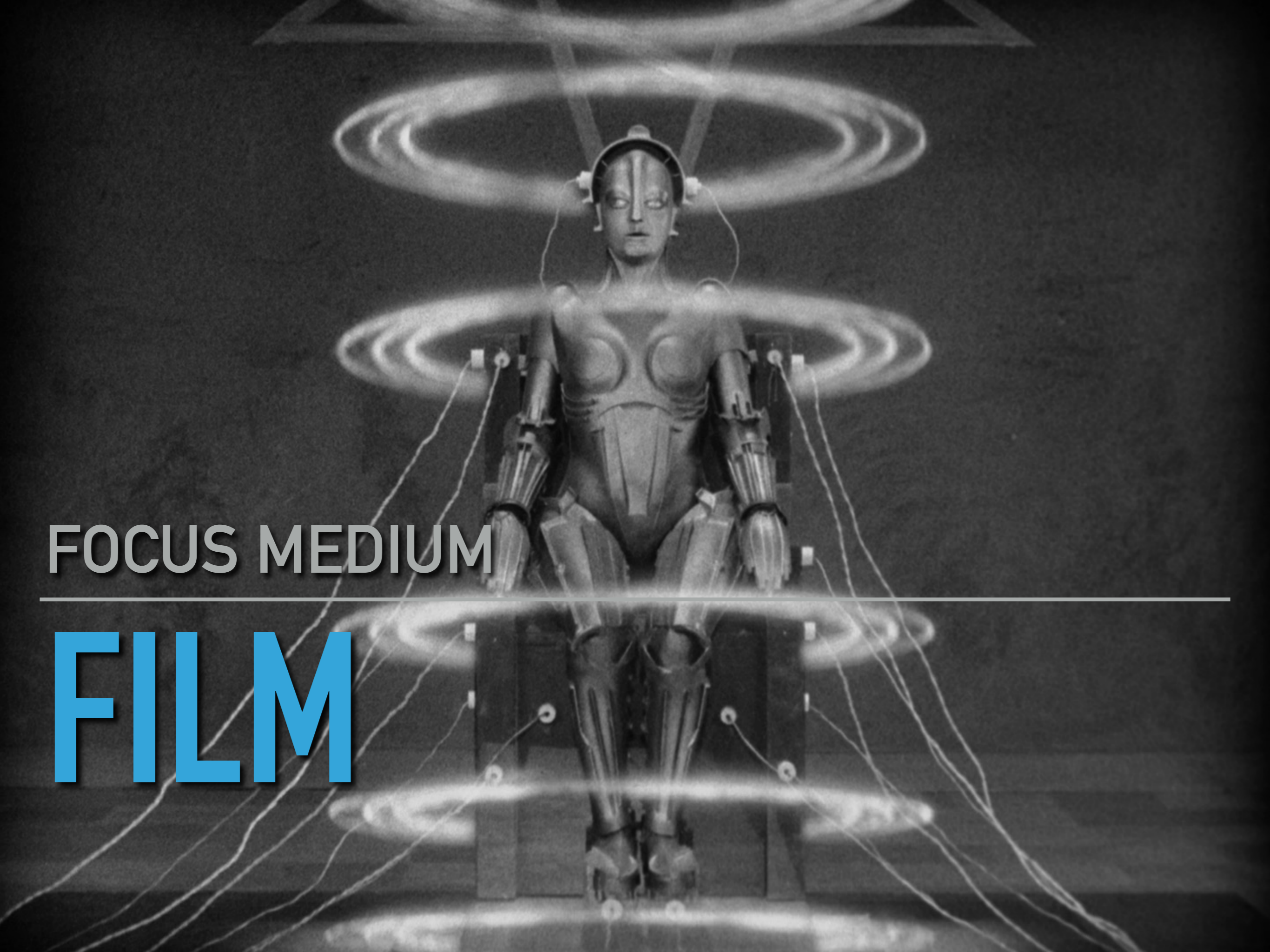
This relates to the type of text you will **analyse** and **create**.

The **categories** include:

- ▶ **Medium** (*print, radio, television, film, internet, music*)
- ▶ **Purpose** (*inform, persuade, educate, profit, to heighten awareness or politicise, to be rebellious, to advertise, to market*)
- ▶ **Form** (*drama, light entertainment, newspaper, magazine, film trailer/promo, television news, above/below the line advertising*)

CATEGORIES

- ▶ **Genre** (*sci-fi, soap opera, documentary, game show, broadsheet, western, chick-flick, romance, horror, rom-com, buddy film, sport, etc.*)
- ▶ **Tone** (*serious, comic, ironic, tongue-in-cheek, formal, informal, objective/neutral, subjective/one-sided, personal, scientific, etc.*)
- ▶ **Style** (*realistic, unconventional, traditional, modern, dark, fly-on-the-wall, lavish*)
- ▶ **Other** miscellaneous categories (*star, director, controversy, cult, viewing figures, box office, awards*)



FOCUS MEDIUM

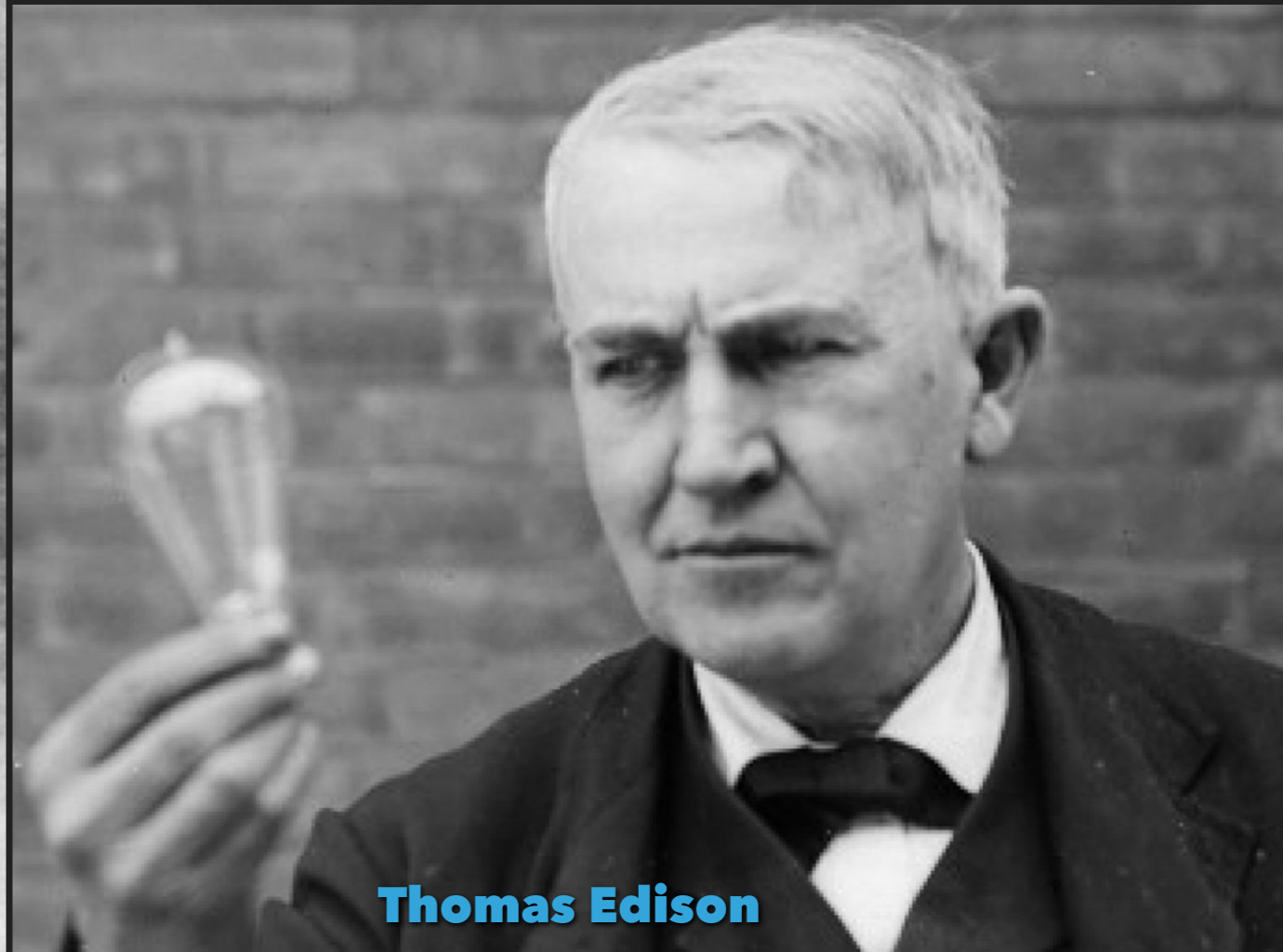
FILM



Georges Méliès



Lumière Brothers



Thomas Edison

FILM: A QUICK OVERVIEW

- ▶ The first film from 1895 ***Workers Leaving the Lumière Factory in Lyon*** inspired a number of other films to follow including the ever popular ***The Arrival of a Train at La Ciotat*** in 1896.



the
LUMIÈRE
BROTHERS'
FIRST FILMS

ARRIVAL OF A TRAIN
AT LA CIOTAT

Lumière No. 653

FILM: A QUICK OVERVIEW

- ▶ Films were silent and black/white until the late 1920s
- ▶ Cinemas were particularly popular before the advent of affordable television sets
- ▶ Many developments have continued, including the advent of 4D and 3D, digital surround sound and HD images.



The Jazz Singer (dir. Alan Crosland, USA, 1927)

CATEGORIES: HOMEWORK TASK

- ▶ As part of the course you are asked to **categorise** media texts.
- ▶ In preparation for this, carry out a **survey** of your own media consumption. Over the next week **analyse** the media that you consume or interact with and provide **four different examples, from four different mediums** from that survey and write them on to the table provided.
- ▶ An **example** has been provided and should help you get your **analysis** started.
- ▶ **Medium** (*print, radio, television, film, internet, music*)

Title	Medium	Purpose	Form	Genre	Tone	Style
<p><i>Psycho</i> (1960) dir. Alfred Hitchcock, USA</p>	<p>FILM</p> <p><u>Evidence:</u> Narrative, dialogue and action on screen</p>	<p>TO ENTERTAIN</p> <p><u>Evidence:</u> Content is very suspenseful and engaging, frantic as Marion tries to escape and Norman cleans up after mother</p>	<p>LIVE ACTION FEATURE FILM</p> <p><u>Evidence:</u> Filmed interaction between human beings, as opposed to by animation or by computer graphics</p>	<p>HORROR</p> <p><u>Evidence:</u> The music during the shower scene, the murder of Arbogast, low key lighting, isolated setting</p>	<p>VIOLENT</p> <p><u>Evidence:</u> Content focussed on the murderous acts by Norman Bates</p>	<p>MODERN, UNCONVENTIONAL</p> <p><u>Evidence:</u> The crane 'one shot' tracking shot which becomes a bird's eye view of Arbogast as he investigates the Bates' home</p>
<p>1</p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>
<p>2</p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>
<p>3</p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>
<p>4</p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>	<p><u>Evidence:</u></p>

CATEGORIES: FORM

Within different media, we experience texts in different forms (or formats). These include:

- ▶ **Film:** *stop motion animated short film, documentary film, mockumentary film, live action feature film, short film, film trailer, teaser trailer...*
- ▶ **TV:** *live broadcast, news, serial, light entertainment, drama, quiz show, comedy, documentary...*
- ▶ **Print:** *newspaper, magazine, poster, pamphlet, DVD/BLU-RAY cover...*
- ▶ **Internet:** *social networks, search engines, web pages...*
- ▶ **Radio:** *discussion, music show, live broadcast, outside broadcast...*

DVD and video reviews

April 2016



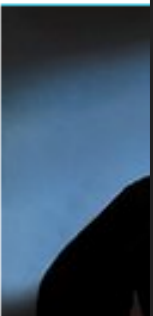
Guy Lodge on DVDs and downloads / *Sunset Song; Grandma; The Forbidden Room; Kill Your Friends; Show Me a Hero; Of Good Report* - review

🕒 3 Apr 2016 🗨️ 3 📖

March 2016



Guy Lodge on DVDs and downloads / *Bridge of Spies; Tangerine; Horse Money; The*



Charlie Sheen
entertainment
Consumer
bespoke



CATEGORIES

GENRE

CATEGORIES: GENRE

This refers to the type of text within a medium/form.

Many texts are multi-genre. Watch the trailer for ***Guardians of the Galaxy*** (Dir. James Gunn, USA, 2014) which helps emphasise that many genres can be present in one text.

In your groups, discuss and fill in the genre markers* table opposite to help highlight the genre.

Further discussion points:

- ▶ Why would the producers of ***Guardians of the Galaxy*** (2014) include so many genres?
- ▶ Can you think of other films like ***Guardians of the Galaxy*** (2014) which exploit multiple genres?

Genre	Genre Markers*
Horror / Science Fiction	
Comedy / Buddy film	
Mystery / Suspense	
Action / Adventure	

*evidence from the trailer

Genre	Genre Markers*
Horror / Science Fiction	
Comedy /Buddy film	
Mystery /Suspense	
Action /Adventure	



**EDGE of
TOMORROW**

CATEGORIES

PURPOSE

PURPOSE

What is the text for? What does the **institution** (*the maker or creator*) expect or want to happen as a result of the audience consuming the text?

For example:

- ▶ *The Observer* will print an opinion column **to allow the reader to be persuaded**
- ▶ The *BBC* may transmit a public service broadcast which warns us of the dangers of smoking **to dissuade, to warn, to inform, to benefit or deepen the understanding of the viewer**
- ▶ Adverts created by companies such as *Tennents* allow us **to be persuaded (and, in turn, allows the creators to make a profit or sell their product)**

PURPOSE

What is the text for? What does the **institution** (*the maker or creator*) expect or want to happen as a result of the audience consuming the text?

For example:

- ▶ *ITV* broadcast *Coronation Street* (a soap opera) **for entertainment or for escapism**
- ▶ *Warner Brothers* will create eye-catching DVD covers/posters (such as a 3D Cover for *The Hobbit*) **to advertise and to market their latest product**
- ▶ *The Sun* will print page 3 **to titillate, to provoke controversy, to perpetuate certain ideologies**

PURPOSE

What is the text for? What does the **institution** (*the maker or creator*) expect or want to happen as a result of the audience consuming the text?

For example:

- ▶ *Banksy* will create images using graffiti **to perplex/confuse, to raise awareness of issues, to make profit**
- ▶ The National Museum of Scotland will create and print floor plans in order **to guide visitors**

PURPOSE

- ▶ Think of as many texts as possible which fit each purpose: **to inform, to persuade, to educate, for profit, to heighten awareness or politicise, to be rebellious, to advertise, to market...**
- ▶ What do you think the purpose(s) is/are of this poster?



FROM ACCLAIMED DIRECTOR TERENCE DAVIES

"A TOUR-DE-FORCE."
- SCREEN DAILY

"STIRRING AND GORGEOUS."
- TIME OUT

SUNSET SONG

AN EPIC STORY OF LOVE, LOSS,
AND THE LAND THAT LIES BENEATH IT ALL.



tiff.40 Toronto
International
Film Festival
OFFICIAL SELECTION 2015

AGYNESS DEYN PETER MULLAN AND KEVIN GUTHRIE

MASCULINA PICTURES, BFI FILM FUND, LUXEMBOURG CREATIVE SCOTLAND AND BBC SCOTLAND PRESENT A HURRICANE FILMS, WMS PRODUCTIONS AND SELLOUT PICTURES PRODUCTION OF "SUNSET SONG" STARRING AGYNESS DEYN, PETER MULLAN AND KEVIN GUTHRIE
MUSIC BY MARC THIEL, COSTUME DESIGNER JESSIE ULL-SMITH, EDITOR GASTI VAVLZING, EXECUTIVE PRODUCERS ANDREW PARRIS AND VICTORIA THAMES, EXECUTIVE PRODUCERS JOHN HUBBARD AND PERS HUBBARD, EXECUTIVE PRODUCERS DAVID CHAPMAN AND MICHAEL MCDONOUGH, EXECUTIVE PRODUCERS ALICE DE SOUSA AND BOB LAST
PRODUCED BY ROY HOUTER, SOLOU PAPADOPOULOS AND MICHAEL STEEL, DIRECTED BY TERENCE DAVIES

CATEGORIES

TONE

TONE

The **tone** of a text, as in English, is the way it treats the subject matter. It can also give a clue to the creator's view

Some possible tones are:

- ▶ Serious
- ▶ Comical
- ▶ Formal
- ▶ Informal
- ▶ Flippant or showing a lack of seriousness
- ▶ Mocking or Scornful
- ▶ And so on...

WHAT DREAMS MAY COME



CATEGORIES

STYLE

STYLE

The **style** of a media text refers to the way it looks, sounds and generally appears. Texts with the same style share common characteristics

Some possible styles are:

Realist - uses techniques which make the text seem real and not fabricated; films shot with digital cameras eg:

Collateral (Dir. Michael Mann, USA, 2004)

STYLE

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Some possible styles are:

Expressionist - "arty" and uses unconventional and new ways of portraying things, often distorting reality for an emotional effect

Examples include:

Baz Luhrmann

Metropolis (Dir. Fritz Lang, Germany, 1927)

STYLE

The **style** of a media text refers to the way it looks, sounds and generally appears. Texts with the same style share common characteristics

Some possible styles are:

Traditional - old, tried-and-tested methods of portraying events; use of film, ten minute shoots

For example:

The Dark Knight (Dir: Christopher Nolan, USA, 2008)

STYLE

The **style** of a media text refers to the way it looks, sounds and generally appears. Texts with the same style share common characteristics

Some possible styles are:

Modern - new, unique and different - 4D and 3D

For example:

George Lucas (Digital Cam vs Film Cam)

Avatar (Dir: James Cameron, USA, 2009)

STYLE

The **style** of a media text refers to the way it looks, sounds and generally appears. Texts with the same style share common characteristics

Some possible styles are:

There are plenty of other **styles** that can be identified.

Start looking out for them and see if you have a preference for a particular '**look**' when you choose films.



CATEGORIES

OTHER
CATEGORIES

OTHER CATEGORIES

Media texts can also be categorised by their stars and directors

- ▶ Some stars are "typecast" - they appear in lots of productions that are the same. For example, **Dwayne Johnson** tends to feature in action films
- ▶ Some directors have a style that is evident in all of their productions. The "***auteur***" theory is the theory that a director has a set style that impacts all of their work. A good example is **Alfred Hitchcock**