Welcome to Media Studies

Task 1:

Read and understand the glossaries that are attached. If you are unsure, use Google to help!

Task 2:

Using the terminology from the glossary, analyse 1 of the magazine front covers from below. Annotate using terminology, but don't just label. Why has it been used? What effect does this create on the audience?

Task 3:

Using the glossary analyse either the trailer for Jurassic World: Fallen Kingdom or Fantastic Beasts: The Crimes of Grindelwald (readily available on YouTube). Make comprehensive notes on what you can see. Again, why has it been used? What effect does this intend to create on the audience?

Extra tasks that you don't HAVE to complete, but will help you SIGNIFICANTLY:

Task 4:

Using YouTube, find a 'how to' video on how to create magazine front covers. Advised programmes to use would be Photoshop or Publisher. Try and see if you can create as close as you can version of the magazine you annotated before!

Task 5:

Again, using YouTube, find a 'how to' video on creating trailers. Advised programmes to use would be iMovie if you're on a Mac or try to play around with different programmes and find what works best for you if on Windows. Try and see if you can create your own trailer for a film.

Analysing Magazines Glossary

Barcode/Issue number/Dateline & Price Top and Bottom Strip: These are the strips below and above the magazine that give further information to what may be included in the magazine.

Boost: picture boost (usually front page) pic promoting a feature or story in later page

Strap boost: as above, but with a strapline, not a picture

Centre of visual interest (CVI) - The prominent item on a page usually a headline, picture or graphic.

Cover lines: The essential articles inside the magazine are stated through sell lines, these are regularly seen at the right hand side of the cover.

Cropping: the elimination of parts of a photograph or other original that are not required to be printed. Cropping allows the remaining parts of the image to be enlarged to fill the space.

End marker: fancy/elaborate full stop at the end of the article.

Filler: extra material used to complete a column or page, usually of little importance.

Flush left: copy aligned along the left margin.

Flush right: copy aligned along the right margin.

Golden ratio: the rule devised to give proportions of height to width when laying out text and illustrations to produce the most optically pleasing result. Traditionally a ratio of 1 to 1.6.

House style: 'trademarks' of the magazine e.g colour scheme= house colours

Left Third: The left third contains the main feature article (Exclusive interview), as this is the core part of what may be inside the magazine. It also includes the main artist or band situated within.

Main Image: Typically showing the person(s) or object directly associated with the main feature/article

Masthead - Main title section and name at the front of a publication. The title used by known typography make a the readers become familiar with what magazine they are reading

Pug: 'The ears of the magazine', can either be at the top left or/and right-hand corners of the front cover. The prices of the paper, the logo or a promotion are positioned there or even a freebie is placed there to catch the reader's eye

Pull Quotes: Enlarged quotes.

Sell - Short sentence promoting an article, often pulling out a quote or a interesting sentence.

Selling line/Strapline: Seen as an introductory headline below the masthead describing the magazine

Slug: 'In-house' logo for this particular section's e.g reviews have a different slug to interviews

Tag: The word or phrase is used to engage a reader's interest in a story by categorising it e.g. 'Exclusive', 'Sensational', this showing that the magazine has high compliments.

Talkie headline: a quote from one of the people in the story used as a headline

Typography: font, Serif- Fonts with fancy feet Sans Serif- Fonts without fancy feet Drop-Cap: T he first letter of the article tends to be in a larger/different/elaborate font.

Glossary of Moving-Image Terminology

Editing

Continuity editing: The system of cutting used in most mainstream films. The intention is to establish the illusion of continuous action and keep the audiences' attention on the story.

Non-continuity editing: Use of editing style which draws the audience attention to the film making process to reveal that film is 'constructed', not 'natural'.

Shot-reverse-shot: This is when one character is shown looking at another character (often off-screen), and then the other character is shown looking "back" at the first character.

Cross-cutting: Cross-cutting is an editing technique most often used in films to establish action occurring at the same time in two different locations. In a cross-cut, the camera will cut away from one action to another action, which can suggest the simultaneity of these two actions but this is not always the case. It can be used to build suspense.

Fast-paced editing: When scenes are edited together using lots of shots cut together quickly. Has the effect the action is taking place quickly and can build tension.

Dissolve: The gradual transition from one image to another.

Cut: An abrupt transition from one shot to another. Usually it is used to maintain continuity editing.

Wipe: A transition from one image to another. One image is replaced by another with a distinct edge that forms a shape. For example a simple edge, an expanding circle, or the turning of a page. Makes the audience more 'aware' they are watching a film.

Fade: Transition generally used at the end of a scene to signify to the audience an end of action. Generally action will fade to black.

Jump cut: Two shots of the same subject are taken from camera positions that vary only slightly. It causes the subject to appear to 'jump' in an abrupt way, drawing the audiences' attention to the editing.

CGI: Computer generated imagery. Any still or moving image created using software.

Slow motion: A post-production effect in which time seems to slow down.

Camera

Establishing shot: A shot which establishes the setting for the scene. For example: A long shot of a building exterior.

Ariel shot: Sometimes called a 'bird's eye view'. This is an extreme high-angle shot.

Point-of-view shot: A shot intended to show the action from the perspective of a particular character.

Hand-held camera: A shaky effect created when the cinematographer just holds the camera. Has the effect of the audience feeling as if they are 'in' the action.

Steadicam: Used to achieve a smooth even shot when shooting action.

Crane shot: A shot created using a large camera mounting, capable of achieving high elevations and movements.

Tracking shot: A shot in which the camera moves to follow a sequence of action, placed usually on a dolly or specially prepared tracks.

Shallow Focus: Part of the image is in focus while the rest is out of focus or blurred. This draws the audiences' attention to a particular action/character.

Canted Angle (or Dutch Angle): The camera is placed on a slant. Often used to portray the psychological uneasiness or tension in the subject being filmed.

Dolly Zoom: A cinematic technique in which the camera moves closer or further from the subject while at the same time adjusting the zoom to keep the subject the same size in the frame. The effect is that the subject appears stationary while the background size changes.

Sound

Diegetic sound: Sound which has a source on-screen. For example: dialogue.

Non-diegetic sound: Sound which does not have a source on-screen. For example: music or voiceover.

Sound bridge: The sound from one scene continuing to the next or the sound from the next scene being used before the audience see the relevant images. It gives the sense that the film is 'linked' together.

Synchronous sound: Sounds which are expected with what is viewed. For example in a birthday party you expect to hear laughter, singing and music

Asynchronous sound: Sound which does not match or is unexpected with the images on the screen. Can be used to build tension, suspense or emotion.

Voiceover: Non-diegetic sound of a person speaking over a scene.

General

Connotation: What you associate with an image or the deeper or hidden meanings and associations. For example: The use of a spaceship set, green lighting and make-up which makes the actors look like aliens connotes to the audience that this is a science-fiction film.

Signify/signifies: The associations that a sign or symbol refers to. For example: The antagonist has a gun which signifies he is violent.

Convention: A common set of standards used to make texts easily identifiable.

Mise-en-scene: What is placed in a scene. This may include setting, lighting, spatial relationships between actors, casting, costume, make-up and props.

Hybrid Genre: When the films could be categorised as more than one film genre. For example an action/adventure comedy or an action/adventure sci-fi.

Protagonist: The hero

Antagonist: The villain

Task 1:

COSM...ITAN

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24
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