

# Unit 1: Component 1- INVESTIGATE MEDIA PRODUCTS

Media products, audiences and purpose

Explore how media products are created to provide meaning and engage audiences

**Completion date: Friday 11<sup>th</sup> February 2022**

## You will learn about:

- Different media sectors
- Different media products
- Identify media audiences
- Media language
- How media products engage audiences

## You will be able to

- Identify conventions of different media sectors/products
- Identify and understand different audiences
- Explain how media language helps audiences to engage with different media products
- Respond to a brief

### Lesson Overview

**Lesson 1-** to understand three Media sectors and identify different media products

**OUTCOME:** explore different media products to separate them into different categories with examples

**Lesson 2-** to identify and understand the effects of different camera shots

**OUTCOME:** recognise the effects of camera different camera shots and the impact the shots have

**Lesson 3-** to show an understanding of the relationship between genre and audience

**OUTCOME:** identify denotation and connotation to explain how products communicate meaning to audiences

**Lesson 4-** to understand and identify what is meant by the term audience

**OUTCOME:** analyse a media product to show understanding

**Lesson 5-** to create a successful storyboard for your film trailer

**OUTCOME:** create a 10-frame story board using media language

**Lesson 6-** to apply media language and plan your own film trailer

**OUTCOME:** film appropriate footage for your film trailer

**Lesson 7-** to understand and apply the correct conventions to a film trailer

**OUTCOME:** recap conventions and show understanding though practical work

**Lesson 8-** to apply the uses and gratifications theory to your research

**OUTCOME:** apply theory to media products

**ASSESSMENT BRIEF- Learning aim A: Investigate media products**

**OUTCOME:** a report analysing at least 3 different media products in response to a brief DEADLINE FRIDAY 11<sup>th</sup> FEBRUARY

### Key Words

**Analyse-** examine (something) in detail, typically in order to explain and interpret it.

**Audience-** are people who consume media products. Media industries target different audiences using different signs and symbols.

**Communication-** is the act of developing meaning among groups through the use of commonly accepted and understood signs, symbols, and conventions.

**Convention** –Conventions are the generally accepted ways of doing something.

**Explain-** make (an idea or situation) clear to someone by describing it in more detail or revealing relevant facts.

**Identify-** establish or indicate who or what (someone or something) is.

**Meaning-** how something has been created to show sense for an audience.

**Media Language-** how the media use forms, codes, conventions to communicate meanings

**Media Sector-** the arrangement of the scenery, props, etc. on the stage of a theatrical production or on the set of a film.

**Media Platform-** the process of how something has been constructed to create a storyline and give it meaning.

### **Assessment 30% of grade**

You will analyse products from all three media sectors and explain how media products engage audiences for a given purpose in a report.

### **Suggested reading/watch list**

You need to make yourself familiar with different media products. You need to read/watch at least one product from:

- Moving image sector
- Punishing sector
- Interactive sector

**Creativity Skill:**

