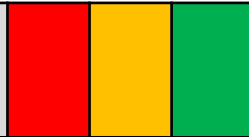


Read the statements and tick the Red, Amber, or Green box to indicate how confident you are with it.
 Start your revision with those elements that are Red, then move on to Amber.

Remember: at this point you may not have had lessons on all of the content listed below, but there is nothing stopping you conducting your own research.



I understand the 'semiotics' and know the terms 'signify' , 'signifier' , 'signified' , 'connotation' and 'denotation'			
I can analyse and explain the use of camera work including 'framing' , 'angle' and 'movement'			
I can analyse and explain the use of lighting techniques including 'high/low key' , 'saturation' and 'contrast'			
I can analyse and explain the use of typography			
I understand the difference between 'verbal' and 'non-verbal codes'			
I understand the term 'mise-en-scene'			
I understand the concept of 'audience positioning' and how the combination of codes can 'anchor' audiences to a preferred meaning			
I understand how technology influences media content, like image manipulation , superimposition and CGI			
I understand the terms 'stereotype'			
I understand the term 'subverted stereotypes' and why producers of 'The Media' use them			
I understand how and why stereotypes can be positive and/or negative			
I understand the terms 'essentialist views' and 'social-constructionalist Views' with regards to gender			
I understand how and why stereotypes and representations might be developing over time			
I understand how representations reflect the social , historical and cultural contexts in which they are produced			
I understand the term 'Demographic' and can identify potential target demographics in a media product			
I understand how WEB 2.0 and convergence have impacted audiences and industries			
I understand the difficulties of regulating Online, Social & Participatory media			