

Media Studies - Applying the framework Using LIAR

Media Language	Industry/ Institutions	Audience	Representation	Contexts
Denotation/Connotation. Camera shot and angles (learn the types) Lighting: low key/high key. Editing: fast pace/slow pace, fast motion/slow motion, transitions (fade, cut). Sound: diegetic/non-diegetic, music, dialogue. Mise-en-scene: props, make-up and hair, costumes. Layout / font/ colour/ Use of puns/alliteration/ direct address/formal or informal language	How media industries' process of production, distribution and circulation affect media forms and platforms Who owns media And who regulates them and why	How media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves. Theories: <u>Uses and Gratifications</u> (PIES to remember it!) Personal Identity Information Entertainment Social Interaction	Stereotypes and anti-stereotypes How the media portray events, issues, individuals and social groups- positively or negatively Age, Gender, Race, Nationality, Disability. Male Gaze	Social: how media products reflect society and target audience. Cultural: How media products reflect the arts and culture of the time. Historical:How media products reflect events and social changes. Political: How media products reflect political viewpoints, messages, values and beliefs.