

Use this guidance for Q1 should it be a 15-mark Media Language question for an unseen moving image text i.e. music video or advert.

Music Video:

1. **Visual codes:** You might start with a simple denotation/connotation analysis, considering ideologies and viewpoints presented, focusing on the following:
 - facial expression and body language – what these tell you about the characters
 - costume, including hair and makeup – again, what these tell you about the characters and how they are constructed.
 - settings including colour palette and lighting – how these establish the setting, where it is, atmosphere, mood, intertextuality if relevant, how it creates a sense of realism or anti-realism.
 - any other iconography that might relate to intertextuality (e.g. the boxing ring in the ES video referencing Rocky)

2. **Technical codes:** You don't have to do this separate to visual codes, but should comment on camerawork, editing, and their meaning created in relation perhaps to ideologies and viewpoints:
 - close up shots: highly conventional for the music video form (Goodwin) to establish the star image of the artist. Also if narrative based, use of close ups to establish their role in the story and position the audience.
 - high/low angles: makes sure you get these right! How do they establish status and power of the artist, or the characters in the story?
 - montage editing: highly conventional for the music video form, however in niche or alternative videos, you might see more metaphorical use of montage i.e. intellectual montage. You will not likely see intellectual montage in mainstream videos because they tend to have more straightforward meaning.

3. **Codes and Conventions of music videos:**
 - does the video conform to your expectations based on it being mainstream or niche? Mainstream big budget artists might have a glossier look with high production values, perhaps even simulacra, whereas niche artists might create more verisimilitude and something we can relate to.
 - do the lyrics illustrate the visuals? If not, do they contradict? How might this indicate star image or persona?
 - is there reference to the notion of looking i.e. voyeurism? If yes, give examples (camera, editing, mise-en-scene), and suggest what it tells you about the star's image. If no, again what does this tell you about the star's image?
 - are there any intertextual references or cultural codes to comment on?
 - is the artist performing? How are visual and technical codes used to construct their star image e.g. powerful, emotional, talented.
 - if the artist isn't performing and is part of the narrative, this is unconventional so state this.
 - if the artist doesn't appear at all, comment on this being unconventional, particularly for mainstream artists. For both of these two last points, be clear and state that the music video

subverts expectation by not having the artist perform, as a music video is a vehicle for establishing the star image, so is therefore unconventional.

- if you are aware of the conventions of the sub-genre e.g. indie, pop, boy-band, girl-band, EDM etc, then comment on the extent to which the video meets or subverts expectation here.

Advertising:

- 1. Visual codes:** You might start with a simple denotation/connotation analysis, considering ideologies and viewpoints presented, focusing on the following:
 - facial expression and body language – what these tell you about the characters
 - costume, including hair and makeup – again, what these tell you about the characters and how they are constructed.
 - settings including colour palette and lighting – how these establish the setting, where it is, atmosphere, mood, intertextuality if relevant, how it creates a sense of realism or anti-realism.
 - any other iconography that might relate to intertextuality
- 2. Technical codes:** You don't have to do this separately to visual codes, but should comment on camerawork, editing, and sound, and their meaning created in relation perhaps to ideologies and viewpoints:
 - close up shots: use of close ups to establish the hero or other characters' roles in the story and position the audience.
 - high/low angles: makes sure you get these right! How do they establish status and power of characters in the story?
 - continuity editing: do comment on use of parallel editing, shot-reverse-shot etc, and how these create meaning.
 - discontinuity editing: comment on use of jump cuts, or montage, where noted, and meaning created.
 - diegetic sounds: including dialogue (tone, accent, actual words said – emotive language), ambient sounds to create mood or give information about the setting.
 - non-diegetic sounds: including narrator voice over (tone, words – emotive language), and musical score (harmonious, discordant, pop music, classical/orchestral, slow/fast paced). How these create mood, give information.
- 3. Codes and Conventions of adverts:**
 - does the advert conform to your expectations as a charity advert, awareness campaign, or selling a product? How does it do this?
 - If it challenges or subverts expectation, how does it do this and what is the impact?
 - how is the narrative structured? Does it follow a linear structure? Describe the equilibrium and disruption, etc. How is enigma used to engage and grip the audience? Is there a clear hero and how are we positioned in relation to them?