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| Technique  Use the table to identify conventions/techniques used in the vlog and blog to target audiences and the effects these have on the audience. | Definition | Example from Zoella | Effect on Audience |
| Jump cut | An editing technique that cuts material from single takes, giving the effect of jumping forward in time |  |  |
| Breaking the fourth wall | Where the presenter addresses the audience directly |  |  |
| Unscripted narrative | Improvised moments in narrator dialogue |  |  |
| Collaborative content | Where vloggers make co-productions |  |  |
| Audience engagement | Encouraging audiences to comment, share, like and even suggest ideas for future vlogs and blog posts |  |  |
| Amateur aesthetic | A deliberately non-professional filming style |  |  |
| Everyday mise-en- scène | Using costume, make-up and sets that appear natural |  |  |
| Presenter POV | Seeing what the presenter sees |  |  |
| High-key lighting | A lighting style that eliminates shadows |  |  |
| Invitation into private spaces | Filming that takes place in bedrooms, private houses, office spaces – places that are normally off limits to film crews |  |  |
| Narrative authenticity | Story structures that deal with real life – the intention to construct media that isn't mediated |  |  |
| Best friend characterisation | A presenting style that gives the audience access to details of the presenter’s life |  |  |
| Confessional narrative | Giving the audience access to inner thoughts – also allowing the audience to experience inner doubts and worries |  |  |
| Candid imagery | Photographs that aren’t posed |  |  |
| Sanitised story content | Content that avoids controversy, taboo language or material that may cause offence |  |  |
| Single camera edit | A production filmed with just one camera – usually very quickly |  |  |
| Codes of realism | Technical, narrative or symbolic devices that are suggestive of the real world |  |  |
| Aspirational narratives | Stories that inspire audiences to want a particular lifestyle or to change their behaviour in some way |  |  |

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| **AUDIENCE THEORY:**  According to Lazarsfeld and Katz’s Two Step Flow theory, most people form their opinions under the influence of opinion leaders.  Evaluate this audience theory. Refer to *Zoella* to support your response. |