**A LEVEL MEDIA: ANALYSING WATERAID**

**CINEMATOGRAPHY, LIGHTING, MISE-EN-SCENE, SOUND AND EDITING**

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| COMPONENT 1: INVESTIGATING THE MEDIA | | |
| SECTION A: ANALYSING MEDIA LANGUAGE AND REPRESENTATION | | |
| MEDIA LANGUAGE | **REPRESENTATION** | **CONTEXTS** |
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**ANALYSING CINEMATOGRPAHY IN WATERAID (2016)**

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| **Denotation** | **Connotation** |
| **Cinematography Techniques** |
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**ANALYSING LIGHTING IN WATERAID (2016)**

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| **Denotation** | **Connotation** |
| **Lighting/Colour Techniques** |
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**ANALYSING MISE-EN-SCENE IN WATERAID (2016)**

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| **Denotation** | **Connotation** |
| **Mise-en-scene Techniques** |
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**ANALYSING SOUND IN WATERAID (2016)**

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| **Denotation** | **Connotation** |
| **Sound Techniques** |
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**ANALYSING EDITING IN WATERAID (2016)**

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| **Denotation** | **Connotation** |
| **Editing Technique** |
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**MEDIA LANGUAGE THEORY**

**Roland Barthes - Five Codes of Analysis**

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| Code (SEARS) | Description | WaterAid Analysis |
| Semantic Code | Refers to the **connotations** found within the text that gives additional meaning over the basic denotative meaning. These additional meanings are usually dependent on how the audience read the image. Semantic codes can be tightly connected to genre and the audience’s association with generic signifiers. |  |
| Enigma Code | Refers to the **mystery** within a text, where clues are dropped but there are no clear answers given to the audience. Enigmas within the narrative make the audiences want to know more, but unanswered enigmas tend to frustrate audiences as most audiences prefer closed endings |  |
| Action Code | Contains sequential elements of action in the text to add **suspense** and tension. The enigma and action codes work as a pair to develop the story's tensions and keep the reader interested. |  |
| Referential Code | Refers to anything in the text which may refer to an **external** body of knowledge such as scientific, historical, cultural knowledge. The referential code makes the audience understand or expect stories from what we already know…because we are smart, informed spectators! |  |
| Symbolic Code | Refers to symbolism within the text which emphasises *opposites* to show **contrast** and create greater meaning creating tension, drama and character development. So it could be the symbolism of two opposing character types. |  |

**Levi Strauss – Binary Oppositions**

How does the advert use **binary codes (Levi-Strauss)** to create conflict within the text? Do these opposing **codes** help support a particular point of view (ideology)?