**COMPONENT 3**

**WHEN VIEWING AUDIO-VISUAL - QUESTIONS TO ASK?**

* Media Language (and technology) - consider theories: semiotics (analysing the language) - cameras/editing/lightweight cameras/CCTV/mise-en-scene – lighting (naturalistic?)
* Narrative – is there a clear structure? Apply narrative theories if relevant.
* Genre – what genre is it? What conventions have been used? Use of interviews; camera angles/movement; use of music; presenter?
* Representation – who is being represented and how? How far is the audience asked to trust the content and the producer’s intentions?
* Ideologies - what are the values and beliefs being connoted. Is the text educational/informative/illuminative/ empathetic in any way? Does it have a social/political function?
* Institution who made IT? What channel is it on? What does this tell you about the programme’s aims? E.g. BBC a public service broadcaster.
* Audience – who is the target audience? How is this evident? Mode of address; age of presenter and participants? Apply any relevant audience theories.