Year 9 'Media Texts' Knowledge Organiser

Important information

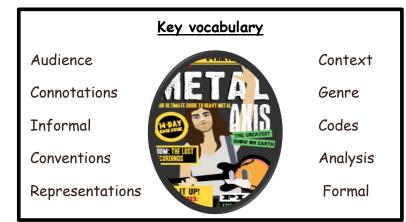
Context: The media text is any media product we wish to examine. Every description or representation of the world, fictional or otherwise, is an attempt to describe or define reality, and is in some way a construct of reality, a text

Themes: Formal, Informal, Informative, Descriptive, Explanatory, and Instructive.

Format: Newspaper, Article, Adverts, Leaflets, Blog, Poster, and Video.



Formats	
Newspaper	A printed publication consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence.
Adverts	A notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy.
Leaflets	A printed sheet of paper containing information or advertising and usually distributed free.
Blogs	A regularly updated website or web page, typically one run by an individual or small group, that is written in an informal or conversational style.
Poster	a large printed picture or notice with a form of information or advertising on a large scale to a larger audience.





Key terminology	
Representations	The way in which media texts
	portray groups, ideas or topics
Direct Address	The use of a person's name or title
	to address a remark or a question
	directly to that person
Alliteration	The repetition of the same sounds,
	usually at the beginning of words.

