

# 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

<b>Newspaper</b>	A printed publication consisting of folded unstapled sheets and containing news, articles, advertisements, and correspondence.
<b>Adverts</b>	A notice or announcement in a public medium promoting a product, service, or event or publicizing a job vacancy.
<b>Leaflets</b>	A printed sheet of paper containing information or advertising and usually distributed free.
<b>Blogs</b>	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.
<b>Poster</b>	a large printed picture or notice with a form of information or advertising on a large scale to a larger audience.

## Key vocabulary

Audience

Connotations

Informal

Conventions

Representations



Context

Genre

Codes

Analysis

Formal



Zoom in -  
single word  
analysis



Zoom out -  
whole  
phrase

## Key terminology

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

Magazines	Lifestyle	Music	Cars
Advertisements	Products	Charitable	Governmental
Films	Action/Adventure	Horror	Romantic Comedy
Television Dramas	Hospital Drama	Crime Drama	Soap Opera
Video Games	RPGs (Role-Playing Games)	MMORPGs (Massively Multi-Player Online RPG)	
Websites	Blogs	Video Platforms	Shopping Sites
Newspaper Supplements	Sports	Culture	
Music	Pop	Rap	Dance
Radio Programmes	Radio Drama	Quiz Shows	Panel Discussions