

Name: _____ Date: _____

MEDIA KNOWLEDGE TEST 4

Answer the following questions on this poster for THE GIRL WITH THE DRAGON TATTOO

CATEGORIES

The “groupings” under which media can be classified

Select the correct answer

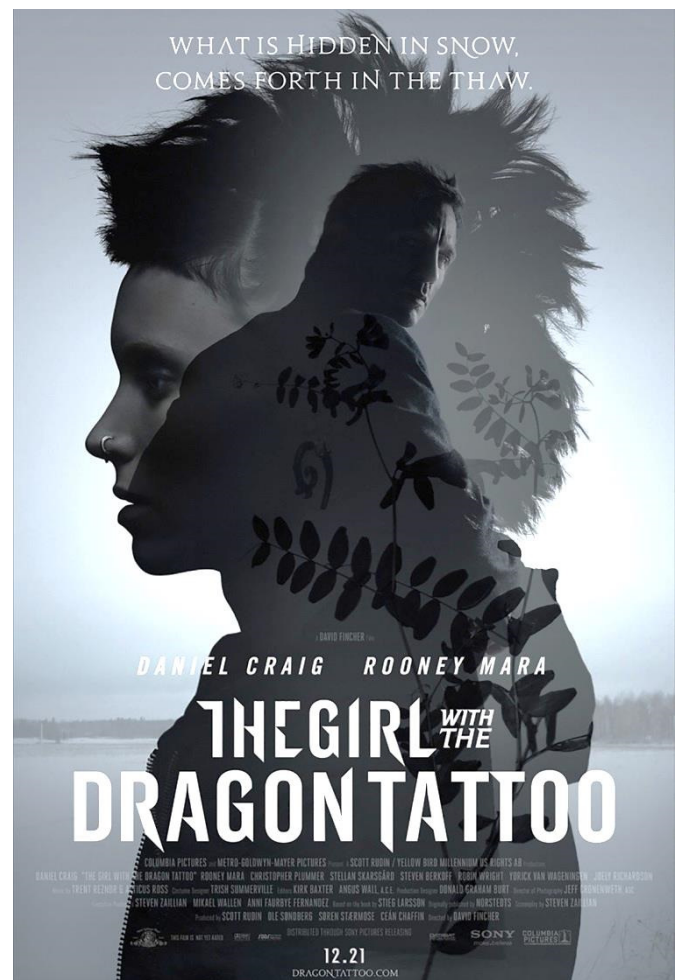
1. Medium	Print Moving Image Digital
2. Purpose	Inform Entertain Sell Product
3. Tone	Formal Informal
4. Genre	Sci-Fi Western Horror Thriller

LANGUAGE

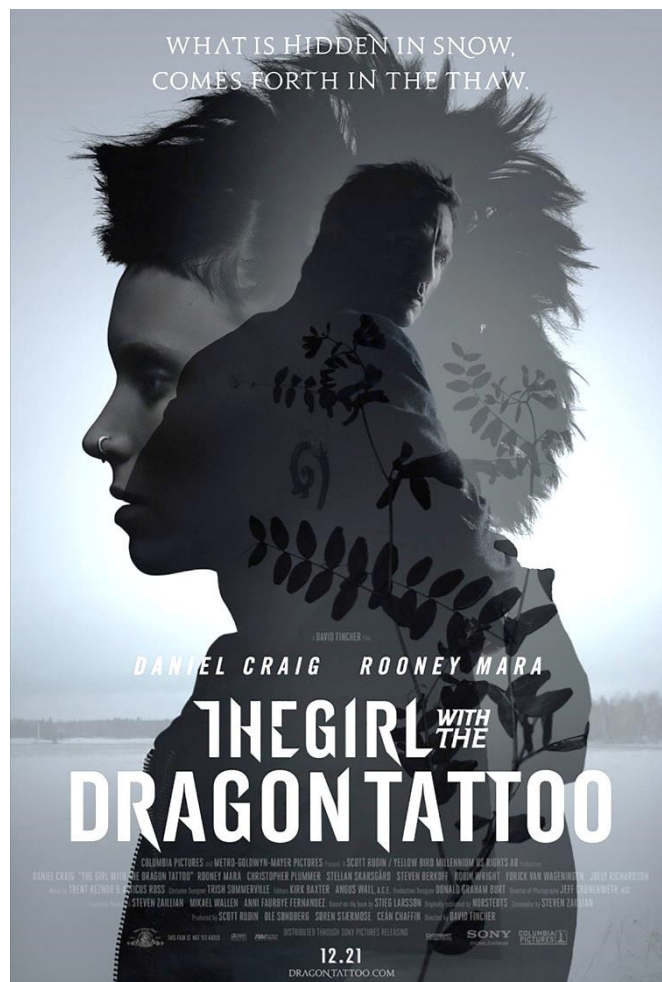
Meanings in text and how they are delivered by technical codes

Here are **two** worked examples to help you
(based on different poster, not shown here):

Say what the LANGUAGE FEATURE is	COLOUR: The poster for Alien uses a completely black background.
Describe what it means	This background represents space as the film is a sci-fi.
How does it do it?	Black also has connotations of evil or fear and this helps suggest the film is horror, giving the audience an indicator of the nature of the story.



Say what the LANGUAGE FEATURE is	MUSIC: The music used in the trailer for JOKER is a slow, orchestral version of the song "Smile" originally by Charlie Chaplin in the 1950s.
Describe what it means	The title of the song connects with the idea of the protagonist being called "joker", but the lyrics also suggest someone is sad or suffering.
How does it do it?	The song is slow and gentle at first but builds to a loud, stirring and unsettling climax, perhaps suggesting that the protagonist is going through bad times but somehow finds a way through the pain.



Using the DRAGON TATTOO poster, identify **TWO** different **LANGUAGE** features, describe what they mean, and how does it achieve an impact.

Say what the LANGUAGE FEATURE is	5.
Describe what it means	6.
How does it do it?	7.

Say what the LANGUAGE FEATURE is	8.
Describe what it means	9.
How does it do it?	10.

Total marks = 10 for observation

Additional 6 marks available for detailed analysis in Q6-10

MEDIA KNOWLEDGE TEST 5

Fill in the spaces to reveal the full terminology, or part of the description of that terminology.

LIGHTING	
H _ _ _ _ key	1. Bright light with little shadows – can be seen as “happy”
L _ _ _ key	2. Lower light with shadows, dark tones, contrasts – tension or mystery
Ch _ _ _ _ _ _ _ _	3. Low key and high contrast lighting, film noir

CAMERA MOVEMENT	
T _ _ _ _ _ _ _ _	4. Camera moves alongside the object it is recording, usually maintains distance
D _ _ _ _ _ ing	5. Similar to tracking except camera moves towards or away from subject

EDITING	
Cont _ _ _ _ _ _ _ _	6. Creates a continuous flow of narrative, clear understanding
Fades	7. Image fades out to a b _ _ _ _ _ s _ _ _ _ _
Diss _ _ _ _ _ _ _ _	8. Image fades while being replaced by another image fading in
J _ _ _ _ Cuts	9. Non-continuous cut which could jump in time or location, can be startling
E _ _ _ - L _ _ _ _ Match	10. Character is gazing at something - next shot perceived as what they see
Grap _ _ _ _ Match	11. The image, shapes, colours of one shot match the previous one

SOUND	
D _ _ _ _ _ _ _ c	12. Sound that happens in the world of the film, e.g. the characters can hear it Marty plays the guitar on stage in Back to the Future
Non-d _ _ _ _ _ _ _ _	13. Sound that the characters can't hear – the movie's soundtrack, narration Most film soundtracks!

P _____ I _____	14. Where the sound we hear suits the mood or tone of the scene Exciting music during action scene
Contra _____	15. Where the sound contrasts with the mood or tone of the scene <i>In "Face-Off" a violent shoot out happens, but the soundtrack plays "Somewhere over the rainbow" from The Wizard of Oz</i>

SPECIAL EFFECTS	
16. CGI	C _____ G _____ I _____
Green screen	17. Green backgrounds which can be digitally r _____ in the final film
M _____ painting	18. Detailed painting on glass used to create the illusion of environments
B _____ t _____ /flo-mo	19. Slow-motion effect where camera seems to rotate around a frozen moment
Speed r _____	20. Slowing down/speeding up movement to create dramatic and stylish effects
21. Miniatures	S _____ m _____ used to represent real objects

MISE EN SCENE	
P _____	22. Objects used to make the scene more realistic
B _____ L _____	23. Messages given by the position of the body
C _____	24. Clothing worn by characters, design, colours, choice can be important
F _____ expression	25. Emotion shown by the performer's face
S _____	26. Real or specially built locations for filming to take place
H _____	27. Cut, design and colour of hair which could indicate character / time period
M _____ - _____	28. Used to enhance features, add ageing, illness etc.

Total marks = 28