



Year 12 T1 T2

MEDIA LANGUAGE - GENRE

MID-MARKET TABLOID CONVENTIONS:

- ◆ **TYPOGRAPHY** – DRAMATIC HEADLINES IN LARGE, BOLD UPPER CASE FONT (LIKE A TABLOID). SOMETIMES CALLED A 'BLACK TOP'
- ◆ TRADITIONAL, BRITISH **NEWS VALUES** – SEE DAILY MAIL AND BRITISH ROYAL FAMILY
- ◆ HEADLINES CAN EXPLORE **MORAL PANICS** – NHS/KNIFE CRIME/WEATHER (**SEE EXPRESS HEADLINES**)
- ◆ STILL USE HIGH IMPACT TABLOID STYLE HEADLINES BUT **HIGHER RATIO OF TEXT TO PHOTOGRAPHY** THAN A TABLOID
- ◆ **DIRECT, INFORMAL MODE OF ADDRESS** (AGAIN, LIKE A TABLOID)
- ◆ USE OF THE PRONOUNS 'WE' AND 'YOU' TO IMPLY **SHARED BELIEFS AND VALUES**
- ◆ MORE **SUBJECTIVE** THAN OBJECTIVE EPISTEMOLOGIES – **EMOTIVE REPRESENTATION**
- ◆ CROSS BETWEEN A BROADSHEET AND A TABLOID – **SOFT NEWS AND HARD NEWS**

QUALITY TABLOID (BROAD SHEET) CONVENTIONS:

- ◆ HIGHER RATIO OF TEXT TO PHOTOGRAPHY (**NORMALLY**)
- ◆ NARRATIVE CONTENT SPLIT INTO **SECTIONS**
- ◆ MORE '**HARD**' **NEWS** E.G. POLITICS, THE BUSINESS AND THE ECONOMY, WAR AND CONFLICT, WORLD NEWS, HEALTH AND EDUCATION BUT ALSO TRAVEL, SPORT, ART, CULTURE AND LITERATURE
- ◆ FORMAL **MODE OF ADDRESS**
- ◆ **ELABORATED LANGUAGE CODE** REFLECTING TARGET AUDIENCE
- ◆ **OBJECTIVE** EPISTEMOLOGIES (USE OF FACTS AND FIGURES, BALANCED)
- ◆ LESS VARIATIONS IN TYPOGRAPHY THAN A TABLOID – MORE **COLUMNS** OF TEXT
- ◆ EXPECTS READERS TO MAKE UP THEIR OWN MIND WITH BALANCED REPORTING

GENRE THEORY: STEVE NEAL



APPLY THIS TO THE SET TEXTS BOTH PRINT AND ONLINE VERSIONS

Year 12 T3 T4

MEDIA LANGUAGE - GENRE

- ◆ **Conventions MAINSTREAM Music videos (Massive attack)**
- ◆ PROMOTE THE ARTIST AND GAIN PROFIT FOR THE RECORD COMPANY
- ◆ SCREEN TIME ON THE ARTIST, LOTS OF CLOSE UPS
- ◆ LIPSYNCHING
- ◆ CUTTING TO THE BEAT
- ◆ ARTISTIC EXCELLENCE
- ◆ VALUE TRANSFERENCE
- ◆ OPPOSITION TO THE STAUS QUO

- ◆ **Conventions of ALTERNATIVE Music Videos (David Guetta)**
- ◆ NARRATIVE – a 'STORY' rather than feature the artist
- ◆ Aternative techniques to promote the artist eg: intertextuality

MEDIA LANGUAGE - GENRE

- ◆ Conventions of a Print advertising campaign
- Slogans
- Logo
- USP
- Hard sell or Soft sell?
- Icons
- Persuasive language
- Mode of address
- Syntagmatic layout
- Aspirational



Map

Year 12 T5 and T6

MEDIA LANGUAGE - GENRE
<ul style="list-style-type: none">◆ Conventions of a 'Street' Magazine<ul style="list-style-type: none">■ HYBRID GENRE INCLUDING THE CONTENT BELOW:■ CURRENT AFFAIRS/ENTERTAINMENT/STREET MAGAZINE. MANY TV/FILM CELEBRITY, OR ISSUE/THEMED COVERS■ Masthead■ Plug/coverlines■ Puff■ Cover star■ Anchorage text■ Banner■ Skyline