

End of Year 9 Assessment Key Words

Audience

- **Target Audience** – the intended audience or readership of a publication, advertisement, or other message catered specifically to said intended audience.
- **Primary Audience** – the main audience that the producers are aiming their product at (the target audience is the primary audience)
- **Secondary Audience** – a substantial number of viewers/ consumers outside the primary target audience.

Purpose

- **Entertain** - to make people feel happy, interested, amused.
- **Inform** – to give someone facts or knowledge about something.
- **Persuade** – to try and convince someone to believe something or do something.
- **Educate** - to teach someone something in a deep or more structured way, often to help them understand a subject, develop skills, or think for themselves.
- **Inspire** – to make someone feel excited, motivated, or encouraged to do something or be better.
- **Challenge** – to make someone think hard, question their ideas, or try to do something that is not easy.

Aims & Motivation

- **Profit** - trying to make money for a person or a business.
- **Raising Awareness** – helping people notice, understanding or care more about an issue.

- **Inspiration** – a feeling or idea that makes you feel like you want to do something positive, creative or meaningful.
- **Innovation** – when someone comes up with a new idea, method, or product that solves a problem or improves something in a better way than before.
- **Escapism** - when someone uses activities or distractions to avoid or escape from real-life problems, stress, or difficult emotions.
- **Community Benefit** - refers to positive impact or advantages that something brings to a group of people, especially within the local area or society. It is all about doing something that helps everyone or improves life for people in a particular community.
- **Critical Acclaim** - praise or recognitions given by experts. When something receives critical acclaim, it means that it's been reviewed positively and highly regarded by people who are knowledgeable about that subject.
- **Experimentation** - the process of trying new ideas or methods to test how things work or to discover something new. It involves making changes, trying out different things, and seeing that happens.

Print Conventions

Print Adverts

- **Picture of the product**
- **UPS** – Unique selling point
- **Lighting**

- **Setting**
- **Colour Scheme**
- **Logo** – usually the brand name
- **Slogan** – this is a catchy phrase summing up the feeling of the product

Magazines

- **Masthead**
- **Dominant image**
- **Coverline**
- **Strapline**
- **Writing on the cover**
- **Additional coverlines**
- **Simple background**
- **Text boxes**

Audio-Moving Image Conventions

- **Mise-en-scene**
 - **Costume**
 - **Hair**
 - **Make-Up**
 - **Props**
 - **Setting**
 - **Figure Expression**
 - **Colour**
- **Cinematography/ Camerawork**
 - **Extreme close up**
 - **Close up**
 - **Mid-shot**
 - **Long shot**
 - **Extreme long shot**
 - **Two-shot**
 - **High angle**
 - **Low angle**
 - **Canted angle**
 - **Pan**
 - **Tilt**
 - **Whip pan**
 - **Handheld**
 - **Over the shoulder**
 - **Point of view (POV)**
- **Editing**
 - **Fast paced editing** – lots of information, lots of cutting between each shot to the next,

too much information can bombard the viewers.

- **Slow paced editing** – long and drawn out, there is little cutting between each shot to the next.
- **Cross-cutting/ parallel editing** – when two contrasting shots/ scenes are placed next to each other to make a point
- **Juxtaposition** – when two contrasting shots/ scenes are placed next to each other to make a point
- **CGI** – computer generated imagery
- **Slow motion** – when shots are slowed down from real time.

- **Sound**

- **Diegetic sound** - sound that comes from a person or object within the world of the film.
- **Non-diegetic sound** – sound that is only audible to the viewer/ audience.
- **Score** – the music that accompanies the action on screen. Sometimes written expressly from the sequence.
- **Hyperbolic sound** – exaggerated sound. This can frighten the audience/ make them jump. It can make violence seem more intense/
- **Ambient sound** – diegetic sound that adds to the atmosphere of the scene.
- **Dialogue** – what the characters say in the sequence. This can reveal something about their character.
- **Sound/ Music Motif** – sound or music that is played repeatedly through a film.
- **Volume** – how loud or quiet is it?

- **Pace** – how fast or slow is the sound?
- **Pitch** – how high or low is the sound pitched?

Interactive Conventions

- Video Games

- **Interface** – the means in which a user controls a software program or hardware device (like a menu or home screen of an iPhone)
- **Interactive elements** – objects and items that the players can physically interact with.
- **NPC** – non-playable character
- **First person** – when you see the game from the eyes of the character
- **Third person** – when you see the game from just behind the back of the head of the character – so you can see their full body
- **Inventory** – where items and objects found in the game can be stored
- **Navigation** – the map/ the way the players know how to get around the world of the game
- **Avatar** – the design and look of the character you're playing
- **Cutscene** – when you get pulled from the game and watch a short film of something happening within the game

- Websites

- **Homepage** – the first page you see when you go onto the website.
- **Masthead** – the title of the website
- **Navigation tabs** – the category tabs at the top of the page, shows all the topics in the website.

- **Headings and subheadings** – the title of the article or little sub-categories in the article
- **Social media links** – once clicked, take you to that brand social media accounts
- **Interactive features** – games, quizzes, etc.
- **Links** – once clicked, these take you to other pages or websites.

Context

- **Context** – the background information that helps you understand something better. It is what's happening around a situation, a text, or a conversation.
- **Historical context** – the time-period when a text was written or set, including major events, beliefs, or customs of that time
- **Cultural context** – the values, traditions, and beliefs of the culture in which a story or event takes place.
- **Social context** – the society the characters live in – their social class, roles, relationships, and expectations.

Representation

- **Representation** – is how people, places, events, or ideas are shown or portrayed in texts, media, or stories (includes things like gender, race, age, class, nationality, religion or personality)
- **Stereotype** – a general idea of belief about a group of people that is often too simple, unfair, or untrue. These are labels we give to people just because they belong to a certain group – based on gender, race, age, job, where they are from, etc.
- **Counter-stereotype** – when someone or something goes against the common stereotype. It challenges what people usually expect.

