Your notes

GCSE Media Studies: revision notes

Television, film, radio and music videos

Contents

1. Television
2. Film
3. Radio and music videos
4. Key terms
5. Quick questions
6. What to do next

Television

- TV genres include drama, soap opera, sitcom, reality TV and documentary. Each has codes and conventions, such as a soap's multiple storylines and **cliffhangers**.
- **Opening sequences** establish genre, setting and characters, and hook the audience with enigma codes.
- Scheduling and streaming shape how audiences watch: **binge-watching** whole series has become common.

Film

- Film marketing includes **trailers**, posters and social media campaigns.
- **Trailers** use genre conventions, stars, quick editing, music, voiceover and **taglines** to attract audiences without giving away the ending.
- Posters use images, the title, the **tagline**, star names, release dates and review quotes.

Radio and music videos

- Radio reaches large audiences, with presenters, music, news, phone-ins and podcasts. Codes include voice, music, sound effects and silence.
- **Music videos** promote artists and songs. They can be performance-based, narrative, or concept-based, and they build the artist's image.

Key terms

Opening sequence	The start of a programme that establishes genre, setting and characters.
Cliffhanger	An ending that leaves the audience in suspense.

Trailer	A short advert for a film or programme.
Tagline	A short phrase on a film poster or trailer.
Music video	A short film that promotes a song and artist.
Binge-watching	Watching many episodes in one go.

Quick questions

Cover the answers and test yourself: remembering is what makes it stick.

1. What is a cliffhanger?
2. What is the purpose of a film trailer?
3. What is a tagline?
4. What are the three main types of music video?
5. What does an opening sequence do?
6. What is binge-watching?
7. Which is a convention of soap operas?
8. Which codes does radio rely on?

Answers

1. An ending that leaves the audience in suspense
2. To attract an audience without giving away the ending
3. A short phrase on a film poster or trailer
4. Performance, narrative and concept
5. Establishes genre, setting and characters
6. Watching many episodes in one go
7. Multiple storylines and cliffhangers
8. Voice, music, sound effects and silence

What to do next

Practise 10 questions on this topic

Try 3 exam questions, with mark schemes

Read the lesson, one step at a time

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