The Media's Forms, Codes and Conventions

**Technical codes** include camera angles, sound, and lighting. **Symbolic codes** include language, dress, and actions of characters, such as using a clenched fist to portray anger. Part of being media literate is being aware of these techniques and recognizing the effects they are meant to have.

Answer the following questions to help you identify some of the codes and conventions used by the media:

* *In a television show, the camera moves in for a close-up of a man and woman. The lighting is dim and the music is soft and slow. What do you think the scene is about?*
* *In movies such as Star Wars or Transformers, how can you tell the bad guys from the good guys?*
* *What is the usual setting for family sitcoms?*
* *According to a recent ad campaign, what type of person drinks milk?*

**Assignment #2**

With a partner, list the ***forms, codes (technical and symbolic), and conventions*** that are used in a specific media text. You will be given one of the following media texts by your teacher to analyze: soap operas, CD covers, toys for girls, toys for boys, western films, Disney films, video games, magazine ads, news programs, food commercials, or prime time comedy show. You should have a lengthy and detailed list to submit upon completion of your analysis.