Media Studies 120 Module 4

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MARKET STANDARD

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If you read the <u>credits</u>
following any blockbuster
movie, you will see that the
individual roles, or jobs, on a
film crew can seem endless. On
the other hand, a short
independent movie, or simple
video may be the result of a
single person, performing all the
roles.

Did you know that student filmmakers can win Oscars? Winners who went on to fame include Robert Zemeckis, Spike Lee, Trey Parker and John Lasseter. They began by working with others on a production team. They also knew that in order to understand film as an art form, they had to consider the jobs of the numerous individuals who work together to make the film a reality.

Go the this website to learn more about the duties and roles of a film production team. In your notebook, or in a word document, write a clear definition, in your own words, for each role. You will be quizzed on this material!

ROLES OF THE FILM PRODUCTION TEAM

PRODUCER
DIRECTOR
SCREENWRITER
PRODUCTION DESIGNER
ART DIRECTOR
COSTUME DESIGNER
CINEMATOGRAPHER
EDITOR
ACTORS
MUSIC SUPERVISOR

Analyzing Video Clips

Directors, cinematographers, screenplay writers, and others involved in the production process make careful choices when setting up a scene in a movie or television show. Details such as camera angles and movements, lighting, sound, and music do more than just help tell a story. They can also evoke emotion, empathy, fright, excitement, and more from the viewers. These choices may also add to the symbolism in the scene.

In order to better understand how these scenes are put together, it is useful to learn how to deconstruct and analyze them. This will help you gain an appreciation for the thought that goes into setting up an effective movie or television scene. Here are two video examples of film scene analyses:

Video Clip Analysis 1

Video Clip Alialysis I

Video Clip Analysis 2

Click here to view a written scene analysis.

ASSIGNMENT

Video Analysis

After examining the sample film scene analyses on the previous page, it is time to practice doing your own! It is important to remember that no two analyses of a video clip will be exactly the same. What is important is that you provide logical, thoughtful explanations of how certain elements make a clip effective or weak.

And now for your assignment. Choose a scene from a film or television show. This may be from film (animation and anime are acceptable), a television show, or an intro scene from a video game. Note that **clips must be appropriate for school**. If you're unsure if it's appropriate, ask your teacher.



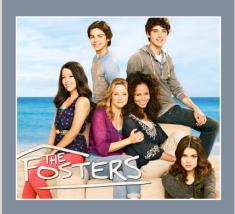
Before you begin, <u>click here</u> to read the rubric that describes how you can earn full marks.

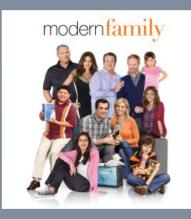
In order to mark your work, you must include or refer to the video clip you're analyzing. Your teacher must be able to access and view this clip. You may include any of the following:

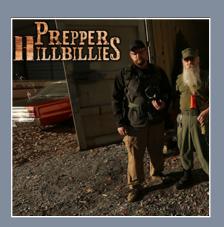
- A video clip of a film on YouTube
- A film available on Netflix. Refer to the clip used by indicating the start and end times. For more hints on what to look for when analyzing a scene click here.

When you have finished your analysis, check your work, and submit it to your Media Studies folder in your student directory.

TV AND POP CULTURE







TV and Pop Culture

For all of your life, and since before your parents were even born, TV has been closely tied to popular culture (pop culture). Like all mass media, television transmits information and entertainment to millions of people around the world. It contributes to, and reflects pop culture. This is an important fact about TV and other mass mediathat they can both shape and be shaped by pop culture.

To appear current and relevant to its viewers, television must reflect current culture. As soon as TV falls behind the times, it no longer fits into popular (and therefore modern) culture. In this way, pop culture shapes TV.

Television stations are in an endless race for viewers. Like any race, the winner must be ahead of the pack. This means that TV stations try to guess where pop culture is going, and get there ahead of the competition. Some TV shows will include stories. language or scenes that "push the envelope" (that seem daring or risky, or more than many viewers are ready for). They may address subjects that much of the public is still uncomfortable discussing, and highlight new products and trends before they can actually be called "popular." In this way, TV shapes pop culture.

Journal Entry #7

Read the following statement and consider your reaction to it. Then, post your response. You will also have to respond to the posts of at least two other students.

"There is no point pretending that movies, TV and videos are three different media. Yes, there is a difference between a cell phone, an iPad, a cinema screen and a TV screen, but the "moving-image" messages they deliver are all digital. They can be accessed by any digital medium. People can watch The Hobbit at the cinema or on their laptop. They can watch Modern Family on their smart phone through Netflix. TV shows are online and videos are available everywhere. Who knows what the future will be like, but all this will be more and more alike, not more different as time goes on."

Do you agree or disagree?
Why or why not?
Do you think television is a dying medium?
Does this statement reflect how you access these media?
Is this how you see the future of this type of media?
What do you think the future will look like?

Formulate your answer in a word doc and submit to your Media Studies folder in you student directory.