QUEST:

- Evaluates everyday media and information with regard to with codes, convention, and messages; in regards with audience, producers, and other stakeholders. **(MIL/12MILA-IIIf-15)**
- Present an issue in varied ways to disseminate information using the codes, convention, and language of media. **(MIL11/12MILA-IIIf-15)**

Mission 1: Write it Right

Instructions: Identify the signs and symbols in the community according to its purpose.
Rearrange the jumbled letters or words to form the answer. Total of 5 points x 2 = (**10 points**)

	Symbol	Purpose
<u>Facebook</u>		It is a website which allows users, who sign-up for free profiles, to connect with friends, work colleagues or people they don't know, online. **E B K F A O O C**
1. _____		This sign ensures the safety of pedestrians and children in your school zones. **O O L S H C C A T R I F F N S I G**
2. _____		People can upload photos or videos to our service and share them with their followers or with a select group of friends. **T I S N A G M A R**
3. _____		Regulate parking and traffic flow inside parking garages and lots with these signs. **N G I R A P K T O L**
4. _____		A traffic sign designed to notify drivers that they must come to a complete stop and make sure the intersection is safely clear of vehicles and pedestrians before continuing past the sign. **O P T S**
5. _____		It connects to its users and allow them to share their thoughts with their followers and others through the use of hashtags. **T T W T R E I**

Language

It pertains to the technical and symbolic ingredients or codes and conventions that media and information professionals may select and use in an effort to communicate ideas, information, and knowledge.

Media Language

These are codes, conventions, formats, symbols and narrative structures that indicate the meaning of media messages to an audience. One of the ways Media Language works is to convey meaning through signs and symbols suggested by the way a scene is set up and filmed. Signs and symbols in media texts are **polysemic** which means they are open to many interpretations.

The different possible meanings in media texts depend on two things.
- The first is the way the signs and symbols in the text are 'read'.
- The second is the cultural background of the person 'reading' the text.

CODES

are systems of signs that when put together create meaning

- Semiotics – the study of signs

Technical Codes

Technical codes include sound, camera angles, types of shots and lighting. They may include, for example, ominous music to communicate danger in a feature film, or high-angle camera shots to create a feeling of power in a photograph.

Image source: https://www.pinterest.ph/pin/299278337728520923/

Furthermore, the following are the basic camera techniques used to capture different scenes.

Basic Camera Shots	Advance Camera Shots	Camera Angles
Extreme Wide Shot	Two Shot	Eye-Level
Wide Shot	Cut Away	High Angle
Medium Shot	Over the Shoulder	Low Angle
Medium Close- up	Point of View	Bird's Eye View
Close- up	Selective Focus	Worm's Eye View Slanted
Extreme Close- up	Arc Shot	(canted)
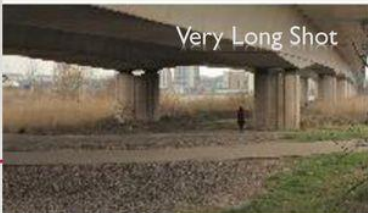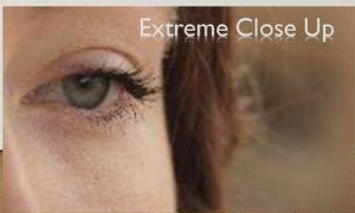
Symbolic Codes

Symbolic codes are **cultural symbols embedded in the mise-en-scène**. The mise-en-scène is all the elements that constitute the visual representation of the media text, such as settings, costumes, lighting, soundtrack, and the body language of the actors. All these elements are used to convey meaning to the audience. For example, a red rose may be used symbolically to convey romance, or a clenched fist may be used to communicate anger.

Image Source: https://www.pinterest.ph/pin/813040538962180877/
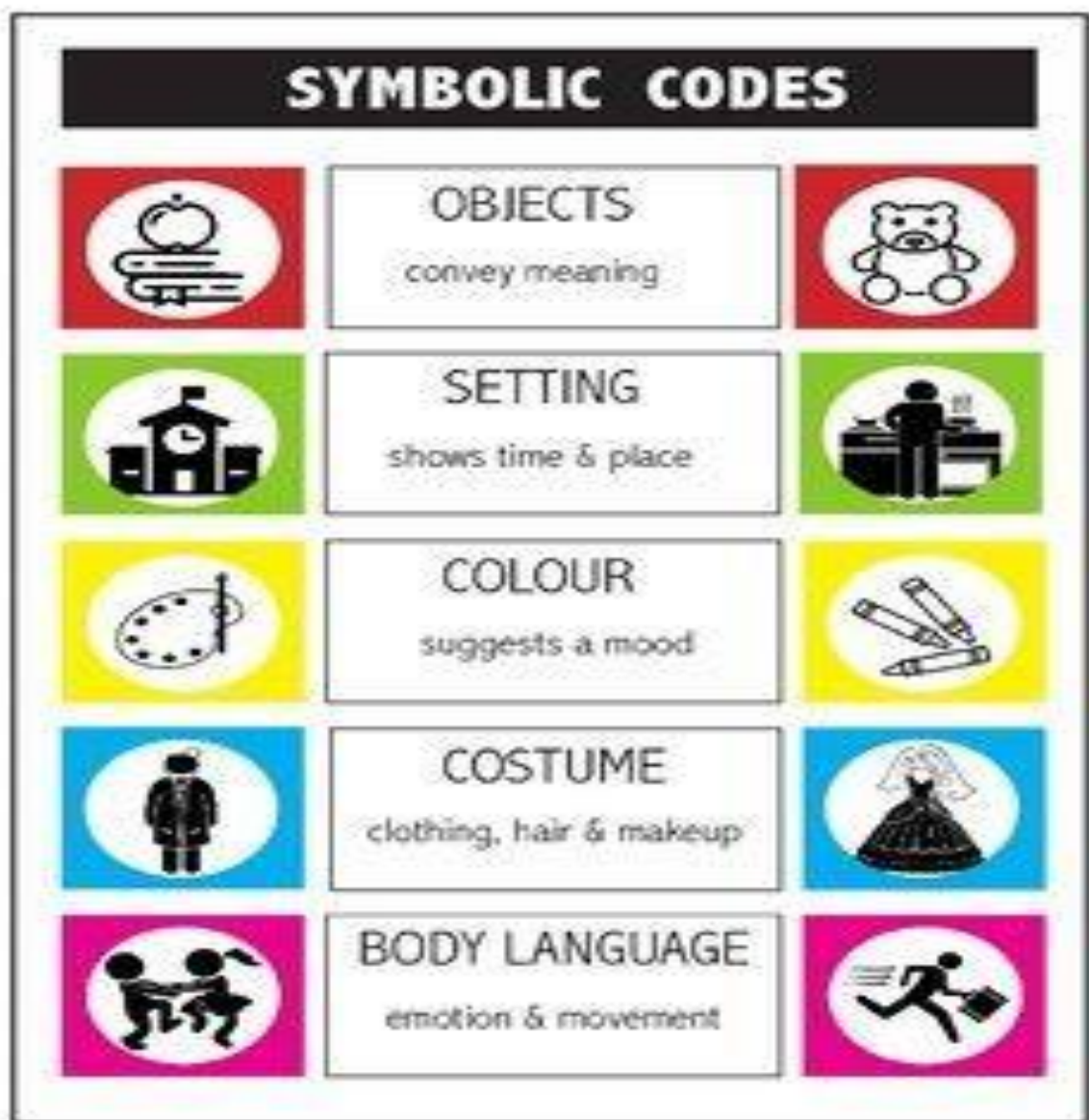
Written Codes

Written codes are obviously those that have been written, either text or words that we can see on screen, such as subtitles, post-it notes a character has stuck on their bedroom wall, a poster, lower thirds graphics, etc. or the written word of the script, such as character dialogue, or the lyrics of songs used in a film.

Image source: https://www.pinterest.ph/pin/510032726539388856/

Speech Bubbles

Caption

Conventions

Conventions, in simple terms, are just certain ways audiences expect types of media codes to be arranged and utilized and the way in which audiences expect certain media forms, genres and production elements to be represented and constructed.
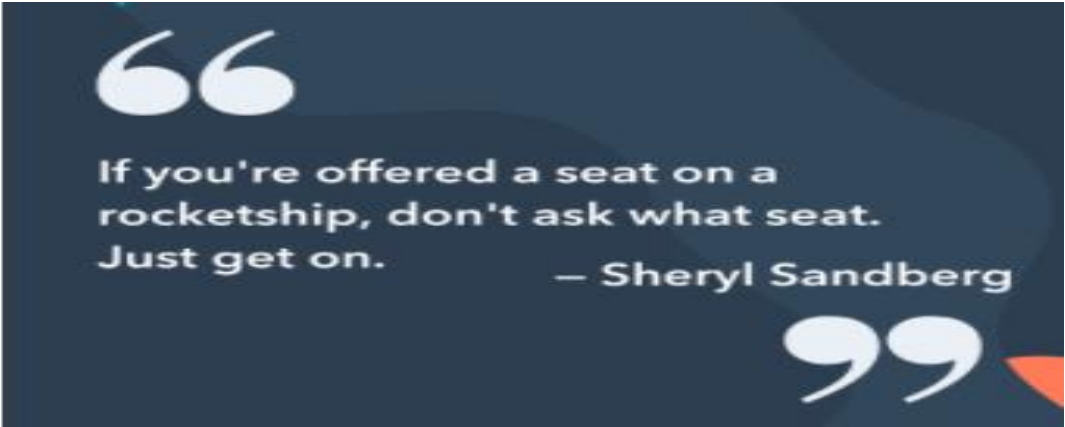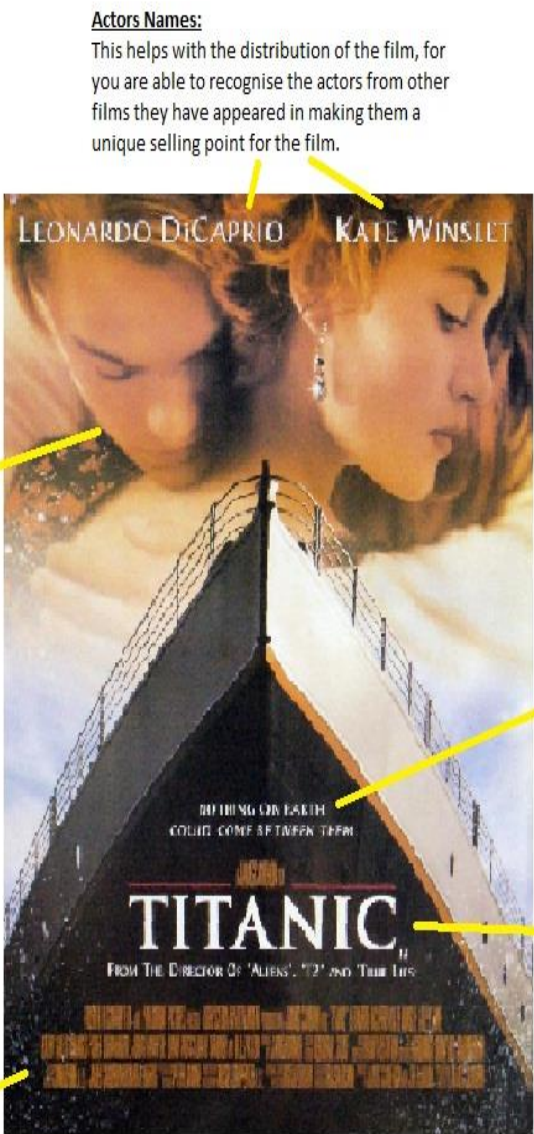
A sample study of the codes and conventions used in a movie poster is shown in the figure below:

Actors Names:
This helps with the distribution of the film, for you are able to recognise the actors from other films they have appeared in making them a unique selling point for the film.

Picture:
For the background of the poster they have used two different photos and merged them together to create one image. This is an ideal technique for films of a similar genre, this is because it portrays the love interest which we will discover trhoughout the film, and the other photo shows us the location of which this love interest will take place as well as the majority of the footage for the film.

Tag Line:
"Nothing On Earth Could Come Between Them" This tag line helps premote the genre of the film as well as gives its audience some insight as to what the film is about.

Text:
A poster holds a variety of different texts and fonts. You have the 'Title' which is a bold and usually central focus amongst the other text. The font is also one which fits in with the genre of the film and for the Titanic it is bold and straight forward, giving the image structure, relating the the boats hard exterior.

Text:
You also have the text included in the majority of posters which tells us the people who were involved in creating the film, icluding actors as well as the music producer and the costume designer and many other roles which were needed to acomplish the final product.

Mission 2: Brainstorming

Directions: Write your understanding in a paragraph form about the statement below and only one representative from each group will present the work in front.

"Knowledge the codes and conventions invites prediction, sets up expectations and allows ways of navigating complex texts."

Criteria:

content	20%
originality	10%
delivery	20%
TOTAL:	50%

Mission 3:

Test I: Identification

Direction: Based on the lessons that being presented, answer the questions carefully.

1. This _____ pertains to the technical and symbolic ingredients or codes and conventions that media and information professionals may select and use in an effort to communicate ideas, information, and knowledge.

2. The codes include sound, camera angles, types of shots and lighting is called _____.

3. _____ is a systems of signs that when put together create meaning.

4. Signs and symbols in media texts are _____ in which means they are open to many interpretations.

5. _____ are cultural symbols embedded in the mise-en-scène.

Test II: Essay Writing

1. In three sentences explain, how does Semiotics affect the society?

   _____

   _____

   _____

   _____

   _____

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References:

- Jeremy (March 01, 2018) https://media.edusites.co.uk/article/understanding-media-language/
- https://bamil786447613.wordpress.com/2018/10/01/media-and-information-languages/
- Arniel Ping (Sep 16, 2016) https://www.slideshare.net/arnielping/mil-media-and-information-languages-genre-codes-and-conventions
- https://www.oneleggedbird.com.au/codes--conventions.html