SHS - CORE MEDIA AND INFORMATION LITERACY

First Quarter

Module 6
Codes, Conventions and
Media Languages

Republic of the Philippines
Department of Education
REGION VII, CENTRAL VISAYAS
SCHOOLS DIVISION OF SIQUIJOR

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INTRODUCTION

This module is written in support of the K to 12 Basic Education Program to ensure attainment of standards expected of you as a learner.

This aims to equip you with essential knowledge on Codes, Conventions and Media Languages.

This includes the following activities/tasks:

- Expected Learning Outcome — This lays out the learning outcome that you are expected to have accomplished at the end of the module.

- Pre-test — This determines your prior learning on the particular lesson you are about to take.

- Discussion of the Lesson —This provides you with the important knowledge, principles and attitude that will help you meet the expected learning outcome.

- Learning Activities — These provide you with the application of the knowledge and principles you have gained from the lesson and enable you to further enhance your skills as you carry out prescribed tasks.

- Post-test — This evaluates your overall understanding about the module.

With the different activities provided in this module, may you find this material engaging and challenging as it develops your critical thinking skills.

What I Need to Know

At the end of this lesson, you will be able to:

❖ Present an issue in varied ways to disseminate information using the codes, convention, and language of media

(MIL11/12IMIL-IIIa-15)

What I Know

Pretest

A. To find out what you already know about the topic to be discussed in this module, take the Pre-test. Write your answers in your notebook.

Direction: Identify the kind of shot in each picture:

What's In

Directions: Read and analyze the items carefully. Write **<u>True</u>** if the statement is correct and **<u>False</u>** if the statement is wrong.

1. Information can come virtually from anywhere.
2. Indigenous information are those that can be read from books.
3. Where there is indigenous information, communication is a face to face interaction.
4. Original content is considered indigenous media.
5. The library is a collection of sources of information and similar resources, made accessible to a defined community for reference or borrowing.
6. The internet's collection can include books, periodicals, newspapers, manuscripts, films, maps, prints, documents, microform, CDs, cassettes, videotapes, DVDs, Blu-ray Discs, e-books, audiobooks, databases, and other formats.
7. Using the internet, information is contained within the border of the community.
8. Library sources reflect community needs, visions, goals, aspirations, etc.
9. Indigenous media is original in content.
10. Libraries also house advanced electronic resources, including the Internet, digital library collections, remote access to a wide range of technology and instruction.
11. The internet is the most popular source of information and the preferred choice for news ahead of television, newspapers and radio
12. Special libraries are in specialized environments, such as hospitals, corporations, museums, the military, private business, and the government.
13. Media language is the way in which the meaning of a media text is conveyed to the audience.
14. Local knowledge is a knowledge that is unique to a given culture or society.
15. There are six major types of libraries.
16. Indigenous information is Superstition passed on from ancestors to present generations.

What' New

When can you say that you are a Filipino? What is your native language?

What Is It

CODES, CONVENTIONS AND MEDIA LANGUAGES

Media Language: Definition

Media language is the way in which the meaning of a media text is conveyed to the audience.

An important first step in becoming media and information literate is to understand how information, ideas and meaning are communicated through and by various media and other information providers, such as libraries, archives, museums and the Internet.

Each medium has its own 'language' or 'grammar' that works to convey meaning in a unique way.

'Language' in this sense means 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. (http://unesco.mil-for-teachers.unaoc.org/modules/module-4/)

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:

1. The way the signs and symbols in the text are 'read'.
2. The cultural background of the person 'reading' the text.

https://media.edusites.co.uk/category/c/media-language/

Media Codes & Conventions

Media codes and conventions are like the building blocks of all the media around us. Media codes generally have an agreed meaning, or connotation, to their audience. There are three types of media codes; symbolic codes, technical codes and written codes. Conventions are expected ways in which codes are organized in a product.

https://media.codes/media-codes-and-conventions-c03423c06aa8

https://miro.medium.com/max/812/1*LU4u8eHvjBmvnf8uTWk8Vw.png

Codes

Codes are systems of signs, which create meaning. Codes can be divided into two categories – technical and symbolic. Technical codes are all the ways in which equipment is used to tell the story in a media text, for example the camera work in a film. Symbolic codes show what is beneath the surface of what we see. For example, a character's actions show you how the character is feeling. Some codes fit both categories – music for example, is both technical and symbolic.

A. Symbolic Codes

Symbolic codes are social in nature. What this means is that these codes live outside the media product themselves, but would be understood in similar ways in the 'real life' of the audience. For instance, if you saw somebody receive a red rose in a film, you would assume there is a romantic relationship between the two characters.

If you gave somebody a red rose in real life, you might be hoping the same. Symbolic codes in media include setting, mise en scene, acting and colour.

1. Setting
   o Setting is the time and place of the narrative. When discussing setting, you can describe the setting of the whole story or just a specific scene. A setting can be as big as the outback or space, or as small as a specific room. Setting can even be a created atmosphere or frame of mind.
2. Mise en scene
   o Mise en scene is a French term that means 'everything within the frame'. In media terms it has become to mean the description of all the objects within a frame of the media product and how they have been arranged. An analysis of mise en scene includes:
     ▪ Set Design
     ▪ Costume
     ▪ Props
     ▪ Staging and Composition
3. Acting
   o Actors portray characters in media products and contribute to character development, creating tension or advancing the narrative. The actor portrays a character through:
     ▪ Facial expression
     ▪ Body Language
     ▪ Vocal qualities
     ▪ Movement
     ▪ Body contact
4. Colour
   o Colour has highly cultural and strong connotations. When studying the use of colour in a media product the different aspects to be looking at are:
     ▪ Dominant colour
     ▪ Contrasting foils
     ▪ Colour symbolism

B. Technical Codes

Technical codes are codes that are specific to a media form and do not live outside of them. For instance, our understanding of different camera shots and their connotations make sense when we look and films and photographs, but mean nothing to us outside of those forms. Technical codes in media include Camerawork, Editing, Audio and Lighting.

1. Camerawork
    o Camerawork refers to how the camera is operated, positioned and moved for specific effects. Aspects of camerawork include:
        ▪ Positioning
        ▪ Movement
        ▪ Framing
        ▪ Exposure
        ▪ Lens choice

2. Editing
    o Editing is the process of choosing, manipulating and arranging images and sound. Editing is generally done for four different reasons:
        ▪ Graphic edits
        ▪ Rhythmic edits
        ▪ Spatial edits
        ▪ Temporal edits

3. Audio
    o Audio is the expressive or naturalistic use of sound. Audio can be diegetic or non-diegetic. The three aspects of audio are:
        ▪ Dialogue
        ▪ sound effects
        ▪ music

4. Lighting
    o Lighting is the manipulation of natural or artificial light to selectively highlight specific elements of the scene. Elements of lighting include:
        ▪ Quality
        ▪ Direction
        ▪ Source
        ▪ Colour

C. Written Codes

Written codes are the formal written language used in a media product. Just like technical and symbolic codes, written codes can be used to advance a narrative, communicate information about a character or issues and themes in the media product.

Written codes include printed language which is text you can see within the frame and how it is presented, and also spoken language, which includes dialogue and song lyrics.

Conventions

Conventions are accepted ways of using media codes. Conventions are closely connected to the audience expectations of a media product. Different types of conventions include form conventions, story conventions and genre conventions.

A. Form conventions

Form conventions are the certain ways we expect types of media's codes to be arranged. For instance, an audience expects to have a title of the film at the beginning, and then credits at the end. Newspapers will have a masthead, the most important news on the front page and sports news on the back page. Video games usually start with a tutorial to explain the mechanics of how the game works.

Another example would be continuity editing. Most video forms follow a set of editing rules and techniques called continuity editing which allows for the audience to easily understand what is going on in a scene and who is talking to who.

B. Story Conventions

Story conventions are common narrative structures and understandings that are common in story telling media products. Examples of story conventions include:

- Narrative structures
- Cause and effect
- Character construction
- Point of View

C. Genre Conventions

Genre conventions point to the common use of tropes, characters, settings or themes in a particular type of medium. Genre conventions are closely linked with audience expectations. Genre conventions can be formal or thematic.

How codes and conventions apply in media studies

Codes and conventions are used together in any study of genre – it is not enough to discuss a technical code used such as camera work, without saying how it is conventionally used in a genre. For example, the technical code of lighting is used in some way in all film genres. It is a convention of the horror genre that side and back lighting is used to create mystery and suspense – an integral part of any horror movie.

The Grammar of the Camera

EXTREME LONG SHOT	Shot of, e.g., a large crowd or scene or a view of scenery as far as horizon	
LONG SHOT	A view of a situation or setting from a distance	
MEDIUM LONG SHOT	Show a group of people in interaction with each other, e.g., a fight scene, with part of their surroundings in the picture	
FULL SHOT	A view of a figure's entire body in order to show action and/or a constellation of characters	
MEDIUM SHOT, MID SHOT, AND MEDIUM CLOSE SHOT	Shows a subject down to his or her chest or waist	

CLOSE-UP	A full-screen shot of a subject's face, showing the finest nuances of expression	
EXTREME CLOSE-UP (SHOT) DETAIL (SHOT) FOR OBJECTS	A shot of a hand, eye, mouth or object in detail	
BIG CLOSE UP SHOT	Forehead to chin. Used to show extreme emotion.	
WIDE SHOT OR EXTREME LONG SHOT	Often (but not always) used as an establishing shot The point of this shot is to show the subject's surroundings	
OVER THE SHOULDER SHOT	Used during a conversation Other person's shoulder/ head/ back etc.	
POINT OF VIEWPOINTS		

ESTABLISHING SHOT	Often used at the beginning of a scene to indicate the location or setting, it usually a long shot taken from a neutral position *"The scene starts with an …"*	
POINT-OF-VIEW SHOT, POV-SHOT	Shows a scene from the perspective of a character or one person. Most newsreel footages are shown from the perspective of the newscaster.	
OVER-THE-SHOULDER SHOT	Often used in dialogue scene, a frontal view of a dialogue partner from the perspective of someone standing behind and slightly to the side of the other partner, so that parts of both can be seen	
REACTION SHOT	Short shot of a character's response to an action	
INSERT SHOT	A detail shot which quickly gives visual information necessary to understand the meaning of a scene, for example a newspaper page, or a physical detail	

REVERSE-ANGLE SHOT	A shot from the opposite perspective, e.g., after an over the shoulder shot	
HAND-HELD CAMERA	The camera is not mounted on a tripod and instead is held by the cameraperson, resulting in less stable shots	
CAMERA ANGLES		
AERIAL SHOT OR HIGH ANGLE OR OVERHEAD	Long or extreme long shot of the ground from the air	
HIGH-ANGLE SHOT	Shows people or objects from above, higher than eye level	
LOW-ANGLE SHOT BELOW SHOT	Shows people or objects from below, i.e., lower than eye level	

EYE-LEVEL SHOT STRAIGHT-ON ANGLE	Views a subject from the level of a person's eyes	
CAMERA MOVEMENT		
PANNING (SHOT)	The camera pans move horizontally from left to right or vice versa across the picture *"The camera pans across the picture."*	
TILT (SHOT)	The camera *tilts up* (moves upwards) or *tilts down* (moves downwards) around a vertical line	
TRACKING SHOT / TRUCKING SHOT	The camera follows along next to or behind a moving object or person	

What's More

Independent Activity 1

Read and Study the topic on codes, conventions and media languages to answer the assessment below.

Independent Assessment 1

Info-Campaign Making

Direction: You will present an issue in varied ways to disseminate information using the codes, conventions, and languages of media. You can choose from any of the following tasks for this activity.

1. Write an essay describing the impact of the COVID-19 pandemic in your studies. (individual)

2. Write a poem (English, Tagalog or Cebuano) that describe the impact of the COVID 19 pandemic in your studies. (individual)

3. Write a blog on Wattpad describing how the COVID-19 pandemic has affected your studies. Share your link to our FB Group page. *(This can be done by groups with 3 members maximum)*

4. Upload a photo that describes how COVID-19 has affected your studies to our Facebook group page Media Information Literacy.
(This can be done in groups with a maximum of 5 members)

5. Create a video discussing how COVID-19 has affected your studies and upload it to You Tube. Share the link of the video you created on our FB group page. *(This can be done in groups with a maximum of 8 members)*

You will be rated using this rubric:

	Excellent (4)	Good (3)	Satisfactory (2)	Needs Improvement (1)
Following Project Directions	All directions were followed	You followed most directions	You followed some directions	None of the directions were followed
Use of creativity	You used your own ideas and imagination	You used your own ideas most of the time	You used some imagination	You did not use your own imagination
Effort put into the project	You took your time and worked hard on the project	You worked hard for most of the time	You put a small effort into the project	You rushed through and did not work hard

What I Have Learned

I learned that:

❑ Codes, conventions and media languages are important in one's life.
❑ It is very fulfilling to you if you know how to manipulate and use your camera

What I Can Do

Directions: Answer each question/situation correctly and briefly. Do it in your notebook.

Video Analysis:

Research and Watch the video from **Kwentong Jollibee Valentine Series: Vow**, YouTube Channel: Jollibee Philippines , Date Uploaded: Feb 9, 2017 though this link https://www.youtube.com/watch?v=7kAOvTFA5rs

Answer the following questions.

1. How did the director carry the viewers' attention to expect that the man was in love with the bride?

2. How did the director use codes to convince the viewers? Is it intentional?

Assessment

Post Test:

Directions: Read and analyze the statements very well. Write the letter of your answer on your answer sheet.

1. What do you call the way in which the meaning of a media text is conveyed to the audience?
    a. Body language
    b. Digital language
    c. Human language
    d. Media language

2. What is referred to as the systems of signs, which create meaning?

    a. Codes
    b. Conventions
    c. Language
    d. Media

3. What codes live outside the media product and social in nature but can be understood in similar ways in the 'real life' of the audience?
    a. Media codes
    b. Morse codes

c. Symbolic codes   d. Technical codes

4. What codes are specific to a media form and do not live outside of them?
   a. Media codes   b. Morse codes
   c. Symbolic codes   d. Technical codes

5. What codes are the formal written languages used in a media product?

   a. Media codes   b. Written codes
   c. Symbolic codes   d. Technical codes

6. What is a French term that means 'everything within the frame'?

   a. acting   b. colour
   c. mise en scene   d. Setting

7. What do you call the time and place of the narrative?

   a. acting   b. colour
   c. mise en scene   d. Setting

8. What is defined as highly cultural and strong connotations?

   a. acting   b. colour
   c. mise en scene   d. Setting

9. What is defined as the act of camera operation, positioning and movement for specific effects?

   a. Audio   b. Camerawork
   c. Editing   d. Lighting

10. What do you call the manipulation of natural or artificial light to selectively highlight specific elements of the scene?

    a. Audio   b. Camerawork
    c. Editing   d. Lighting

11. What do you call the expressive or naturalistic use of sound?

    a. Audio   b. Camerawork
    c. Editing   d. Lighting

12. What do you call the process of choosing, manipulating and arranging images and sound?

    a. Audio   b. Camerawork
    c. Editing   d. Lighting

13. Which of the following cannot be considered a media audience?
    a. A young girl who is sleeping
    b. Father reading the newspaper

c. Mother watching her favorite teleserye

d. A teenager who scrolls through her FB news feed

14. What is referred to as the process of gathering information about audiences of the different media formats produced by business establishments?
    a. Audience impact
    b. Audience profiling
    c. Audience data
    d. Audience gathering

15. Which type of media code refers to techniques, camera angles, shots and others?
    a. Audio codes
    b. Symbolic codes
    c. Technical codes
    d. Written codes

16. Which type of codes does the emoji fall into?
    a. Audio codes
    b. Symbolic codes
    c. Technical codes
    d. Written codes

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