Task 1

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| **Web address of clip**  **(or example of location)** | **Genre or type of video** | **Media Sector where this would be used** | **Length** | **Purpose** | **Target audience** | **Tone / mood / emotional content** | **Use of sound / music / voice** | **Effectiveness / suitability for purpose / similarities and differences between videos** |
| **Killing Eve trailer**  <https://www.youtube.com/watch?v=DUlfCj60koc> | This is the trailer for a crime drama hybrid. It is a mixture of thriller and crime drama | This would be used in Entertainment.  It is a TV programme shown on BB1 after the watershed | Trailer is 1min 20 secs | To persuade people to watch the programme on BBC1 – it does this by trying to hook them on the narrative and establishes the atmosphere for the programme | A, B C1 women – aimed at an audience of explorers, reformers , aspirers and succeeds. | The trailer creates tension and establishes the narrative of the protagonist who is chasing the antagonist. | The ironic use of non-diegetic sound ( the music) gives it an eerie atmosphere , it also suggest that there may be some black comedy | This is an effective trailer – it does the job of informing the audience. It tells the audience what genre the drama is. It establishes the narrative – the tension between antagonist and protagonist. The use of female antagonist and protagonist signals to women that this they are the target |
| **Extract from Luther**  <https://www.youtube.com/watch?v=x1M51PhL-0c> | Crime Drama  Made to be shown on the BBC. | Entertainment  TV programme shown is a series of 6 episodes. | Programme 1 hour  The extract is 4 minutes | To entertain  . offers the audience intensity, energy and the pleasure of working out what is going to happen | Aimed at an audience of A,B, C1 between 20 – 50 . It appeals to both men and women because it has strong female characters as well as the main character of John Luther , but will also have appeal for audiences from ethnic minorities because the main protagonist is black | There is a real sense of tension and suspense in the clip between the protagonist ( Luther) and the Antagonist Alice. He has broken into her flat and she threatens him with a knife. | There is dialogue but the non diegetic soundtrack increases the feelings of tension and suspense. The drum beating adds to the excitement when the audience thing Luther is going to be caught breaking into Alice’s flat. | This is a highly successful crime drama which is now in its fifth series. It has had large audiences and is also popular in America.  It is suitable for broadcast on the BBC because it fulfils their brief to represent Britishness and diversity. It is also ground breaking because it is the first major British TV drama to have a black protagonist . It is also unusual because it has a female protagonist |
| **BBC good food**  <https://www.bbcgoodfood.com/videos/techniques/how-make-perfect-omelette-video> | Educational cooking show, shows people how to make an omelette. | Education  Shown on the website bbcgoodfood.com to educate about how to make certain types of food. | The video is 2 minutes, 57 seconds. | To educate and show the viewer how to make ‘the perfect omelette’. | The video is for everyone as the information given in the video can be used by anyone who wants an omelette. | The video is calm as it about cooking, the is no sense of tension. | The diegetic audio spoken conveys the intended information.  The is no non diegetic audio. | It fulfils its purpose of informing the viewer of a way to make an omelette in ‘five easy steps’ as it says on the website. The person also talks and explains what they are doing the whole time. |
| **Argos**  [https://www.youtube.com/watch?v=Q1Z PbAWJNi8&feature=player\_embedded](https://www.youtube.com/watch?v=Q1ZPbAWJNi8&feature=player_embedded) | The video is a YouTube video.  It is used to advertise the new design of Argos stores and inform people on how to use them. | Advertisement and information about the new Argos stores released on YouTube. | The video is 1 minute 2 seconds. | To show off the new Argos stores. | People who shop at Argos as it is the only people. | The non-diegetic audio creates the effect of the store being grand and impressive. | The is no voices in the video but the use of non-diegetic audio conveys a sense of grandeur. | It shows the inside of the store, some staff, and the computers used for shopping making it semi effective, but the lack of other information decreases its effectiveness.  The video does not have people talking as the others do.  Most of the shots are pivoting or zooming in/out and are at eye level. This makes it seem like it is what you would see if you walking into the store. |
| **Diablo 3 gameplay**  <https://www.youtube.com/watch?v=rIeTCQhFKIQ&feature=player_embedded> | The video is a cutscene from a video game.  It is used to entertain and inform the player as it gives information about the story while still entertaining the viewer. | Education and Entertainment  Cutscene from the videogame Diablo III. | The video is 3 minutes 25 seconds. | The entertain the player and give information about a character in the game. | 15+ people who have/ are playing the game as it contains spoilers for the game. | The mood is emotional at the start at Deckard’s funeral but then it changes to exciting when the is a fight, then it changes to being more triumphant as they burn his body. | The non-diegetic music in the flash backs and after it is grand whereas the music before is sad as they are at a funeral, the speech. | It is suitable as it forwards the plot of the game while still being entertaining to the person playing the game. As the video is a cut scene from a game, the video  The shots in the video range for close ups for people talking or fighting, to long shots during the fight. The is also a varied high between the two people in the memory, this shows who is in charge, and who has the power in the scene. |
| **Gillette advert**  <https://www.youtube.com/watch?v=koPmuEyP3a0> | The video is a YouTube video. | Advertisement for the brand Gillette. | The video is 1 minute 45 seconds. | To advertise Gillette, make people buy their products, and to get people ‘to say the right thing, to act the right way’ . | Men A – C2 who shave. | It tries to be emotional at the start. | The is diegetic voices and a nondiegetic voice over the entire advert. | Not very well, it does not advertise a product so the advert does not promote anything, and it has over 1.5 million dislikes so it was not well received by the people who watched the video.  There are a lot of moving aspects in the shots, which are mostly a close up of people or a wide shot with lots of people. This makes the video. This shows the expressions and actions of people in relation to other things, like people talking, or people doing something. The movement also draws the viewers eyes to that point making you focus on the important aspects of the advery. |
| **British Airways Ad**  <https://www.youtube.com/watch?v=O2w2bCMhc9k> | It is an advert posted on YouTube. | Promotion, Advertisement  An Advert for British Airways. | 1 minute 30 seconds. | To advertise British Airways and get people to fly with them.  It is also to commemorate the 100th anniversary of the company. | Anyone who travels a lot by planes to get more customers  Mostly A-C1. As they usually earn enough money to go on holidays far abroad, or they need to travel to other countries for their jobs. | It is a thank you and so it a little bit emotional. | The is non-diegetic music in the background but the is diegetic voices in the foreground explaining the advert from lots of different people. | The use of lots of peoples’ voices to tell the story shows that what is being said is true for lots of different people but it also is a unique style that engages that viewer and makes that advert stand out.  The video uses a range of shots but most have at least one moving thing in the frame. This give the video a sense of movement and progress as it goes on. |
| **Embrace Life Advert**  <https://www.youtube.com/watch?v=h-8PBx7isoM> | Informational YouTube advert. | Informational advert about wearing a seat belt and its benefits. | 1 minute 28 seconds. | It is used to encourage the use of seat belts and showing it’s lifesaving capability. | Anyone who is in a vehicle with seatbelts. | It is sad and emotional as it shows the person potentially dying then the others – possibly wife and daughter- working as a seat belt to save him. | The is no voice at all, the is non-diegetic music, that does not have lyrics, playing throughout in the background. | It is effective as it shows the importance of a seat belt without showing a car at all. The imagery of the other people -possible wife and child- saving him when he crashes is effective.  The use of slow motion to emphasise the crash combined with people being a seatbelt makes the video quite impactful. |
| **Guardian – Birth of royal baby**  <https://www.youtube.com/watch?v=WQHCXzg7v3Q&feature=youtu.be> | Informative news article on YouTube. | It is a news article so it would be informative. | 1 minute 33 seconds. | The purpose of it is to inform the viewer about a specific topic, in this case, the birth of a royal baby. | People interested in the royal family. | It is emotional to Harry as he now has a son. | The is only diegetic audio in the clip, it is from an interview and so the spoken dialog is factual and informative. | It is effective at relaying information as it is a video of the interview with the father of the child.  The video is shot on a hand held camera.  The fact that the video is outside, and the person is just wearing a jumper makes the person feel more like a human and allows people to emphasise to them. It is filmed as one continues take, no cuts, and is a medium shot showing just his head and shoulders. |
| **Starwars Gameplay demo**  <https://www.youtube.com/watch?v=8939aURV9Dc> | Game play of the game ‘Star Wars Jedi: Fallen Order’ on YouTube. | To promote the game and encourage people to buy it. | 13 minutes 54 seconds. | To show of the gameplay of a new game and make people interested in it so that they will buy/pre order it . | People who like Star Wars and video games. Probably A-C2 and younger people. | Because it is a science fiction video game, it is not generally very tense, but it has some tense and exciting moments. | The is diegetic, realistic sound effects that happen throughout the video, there are voices from named and unnamed characters throughout. | It is effective because as it gameplay not a trailer, it shows what the game will actually be like not an exaggerated version of it that only shows the best parts of the game. The is also a good mixture of combat, puzzles, and storytelling to engage the viewer in the game.  The camera is third person following the protagonist.  As the video is a footage from a game, the subject is always in shot and the perspective in cutscenes changes from the usual 3rd person angle to the perspective of the person you are playing as. This makes you feel more emersed in the story as it is what you, as the character, is seeing, and only what you are seeing. The shots are a long shot showing all the character and quite a lot of surrounding area. |

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| **Ted Talk**  **Only watch first 2 minutes**  <https://www.youtube.com/watch?v=CEN4XNth61o> | YouTube video of a ted talk. | To inform, educate, and entertain.  It is mostly used to inform people about a topic, how open source programming works and where else the ideas could be used, and to entertain people. | The clip is 2 minutes, the whole video is 18 minutes 32 seconds. | The purpose of the clip to show a talk that talks about new communication and its effect on countries, society, and governments. | Anyone who is interested in the topic. Probably A – C1. Probably younger people as they | The presenter is calm, and informative. He informs you about his chosen topic without much emotion. The is some humour. | The only audio is spoken diegetic audio spoken by Clay Shirky, the speaker, and laughter of the audience. This makes the viewer focus on the information given not the music playing. | It is effective as it has a lot of information, with bonus jokes to keep the viewers’ attention, there are also prompts to help the viewer understand what is going on in the talk.  As it is a recording of a live performance, it shows mostly the presenters face, but if important information is displayed on the screen, the video shows that slide for a few seconds. This makes it effective as it makes you feel as if you are there at the live show. It is usually filmed in a long or medium shot that shows the speaker on walking on the stage. |
| **How to Crochet**  **Only watch first minute**  <https://www.youtube.com/watch?v=npIsh-o9AM0> | Educational video on YouTube. | Education  To educate other people on how to crochet. | The clip is 1 minute, the video is 24 minutes 39 seconds. | The purpose is to teach people on how to crochet. | The target audience are mostly female A-C1, E. | The person speaking is happy and the is not any tension in the video. | The is non diegetic music in the background and diegetic speaking. | The video is quite effective as it shows how to crochet fulfilling the videos purpose.  The video is filmed in medium close up when the person is talking to the camera and a close up of the persons hands when crocheting. |
| **How to do split screen**  <https://www.youtube.com/watch?v=h553RFrWL2w> | Educational video on YouTube. | Educational  To educate other people on how to create spilt screen videos in Adobe Premiere. | The video is 2 minutes 58 seconds. | Showing people how to put two videos side by side in Adobe Premiere Pro. | The target audience is anyone why uses Adobe Premiere to edit videos. | The is no specific emotion in the video, the video is factual. | The is a non-diegetic voice over to explain what is going on in the video. | The video is effective as it shows how to do the thing it is trying to show.  The video is a screen recording of the computer. This makes it easy for you, the viewer, to follow along at home, this allows you to do what the video is showing you, how to do split screen in adobe premiere pro. |
| **Hot and Cold Taps**  <https://www.youtube.com/watch?v=HfHgUu_8KgA> | Educational video on YouTube. | Educational  To educate people on why Britain has separate Hot and Cold taps. | The video is 2 minutes 58 seconds. | It says why Britain has separate hot and cold taps. | The target audience is anyone who is interested. | It is formal but with no real other emotions. | The is diegetic voice explaining the video. | The video is effective as it answers the question it is designed to answer easily and clearly.  The video is a medium shot of the person talking showing them from the waist up, with shots of what they are talking about being cut to as a close up, this allows you to focus on what the person is saying by showing them talking, but you also allows you to see what they are talking about with the shots of the thing he is talking about as a close up showing what he is talking about. |
| **Video compression**  <https://www.youtube.com/watch?v=r6Rp-uo6HmI> | Educational video on YouTube. | Educational  To educate people on how compression works. | The video is 4 minutes 19 seconds. | It explains how compression works and it explains ‘Why Snow and Confetti Ruin YouTube Video Quality’. | The target audience is anyone who is interested especially people working with videos or television. | It is formal with occasional humour. | The is diegetic voice explaining the video. | The video is effective as it answers the question it is designed to answer easily and clearly with visual aids to help explain the concept more easily.  The video is a medium shot, shot on a green screen with editing for effect. The is text on the screen to help people understand what is going on, The is edited-In graphics are used to prove the point of the video and they are well done, this makes the video more informative and easier to understand as there is an example to help the explanation make sense. |