



When you are watching film or broadcast fiction make notes on:

- Opening title sequence - establishing shots, creating expectations etc
- Sound and music - titles and throughout
- Mise - en - scene
- Sets and settings
- Visual techniques - editing, camera positioning, lighting etc
- Generic conventions - how it is typical or non-typical?
- Non-verbal codes (semiotics) - dress, gestures, facial expressions etc
- Iconography - is there any? Why?
- Audience positioning - target audience, assumptions about audience (think about screening times/days), your own reading of text and the major cultural and sub-cultural influences on this (how is who you are, your social and wider cultural background affecting your reading?)
- Representation - gender, race, nationality, heroes, villains, region (or country), heroes, villains, historical period. Any debates around the fairness, accuracy, function and purpose of particular representations
- Narrative issues - influence of serial on narrative i.e. recap, interwoven narrative threads, use of characters and action in narrative, audience engagement and identification
- Institutional issues - influence of film / broadcasting institutions upon the text i.e. Hollywood / non- Hollywood, public service v. commercial broadcasting, finance, marketing and distribution. What effect do these have on the production and reception of the text? Aesthetic value?
- Values and ideology - who is being represented and in what way? Are any groups being left out - who, why? Is there any implicit or lived ideology that the viewing culture would 'take for granted' (lived ideology)