

OCR MEDIA INDUCTION TASK

WATCH: AN ADVERT

WRITE: HOW MELCS IS USED TO APPEAL TO AN AUDIENCE

HOW: INTRO — INTRODUCE THE ADVERT, WHAT AN ADVERT IS

AND WHAT MELCS REFERS TO

ESSAY BODY — ANALYSE HOW EACH ELEMENT OF MEDIA

LANGUAGE (MELCS) IS USED IN THE ADVERT. YOU CAN USE
SCREEN SHOTS IF YOU WANT.



Oh! Look what the Induction Iguana has lovingly provided for you!

M: MISE-EN-SCENE — WHAT'S ON THE SCREEN (COLOURS & PROPS)

E: EDITING (CUTS ETC)

L: LIGHTING — LOW, HIGH, NATURAL

C: CAMERA — CLOSE UPS, EXTREME LONG SHOTS ETC

S: SOUND — DIEGETIC & NON-DIEGETIC