

A large red square with a thin white border, centered on a white background.

I CARLING

ICARLING Meaning

The different parts of the mnemonic are as follows:

- I Institution (Public Service? Commercial Company?)
- C Contexts of production (Social Context? Economic Context? Political Context?)
- A Audiences (Who is the text addressing? What is the message?)
- R Representation (Who is represented? How are they being represented?)
- L Language (Media Language) eg. Lighting (Backlighting, Uplighting)
- I Ideology (What are the values and assumptions within the text? What has been left out and why?)
- N Narrative (Is the Linear narrative apparent? What techniques are you using to tell the story?)
- G Genre (What Conventions are you following and why?)

Task

Get into small groups and discuss for 15 minutes about writing a short AV script using one of the objects provided for your story. Consider the ICARLING theory when planning your short AV Script.

For example

If the object was a clock the story could be about whether or not students should be timed in exams? Then think about the Institution the film is being made for, the contexts of the production, who is the audience, the representations, Language, Ideology, narrative and genre of the film.

We will then discuss your Ideas as a class.

Then you will have 1 hour to write your short AV script.