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| **EXAMPLE 1** | | | |
| Link to analyze: | <https://www.youtube.com/watch?v=kNw8V_Fkw28> | | |
| Name of video: | Hair Love | Oscar®-Winning Short Film (Full) | Sony Pictures Animation | | |
| Fiction or not fiction | Kind of contemporary format | Types of shots used | Attractive resources the creator used |
| Fiction | Short Film | He uses in particular the general plane or wide shot (full body), the American shot (up to the knees), the middle shot (up to the waist), the close-up shot (up to the shoulders), and, finally, the extreme close-up (only the face). | The creator used a variety of contrasting colors that lead to an interest in caricature, design and visual art, such as drawings and details. Similarly, the suspense music that he uses in some scenes leads us to generate attraction. On the other hand, the fact that there is no dialogue in the story, that is to say that there are no voices, leads us to imagine what they will say based on what visually happens, which entails constant attention. |

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| **EXAMPLE 2** | | | |
| Link to analyze: | <https://www.youtube.com/watch?v=EhQbwgjMkJE> | | |
| Name of video: | Steve Harvey Has Strong Opinions About BBQ | | |
| Fiction or not fiction | Kind of contemporary format | Types of shots used | Attractive resources the creator used |
| Not Fiction | Talk Show Interview | He uses in particular the American plane (up to the knees), the middle shot (up to the waist), and, finally, the short middle shot (up to the chest). | Sound effects, such as laughter in the background, or shots of the audience generate empathy for the viewer. The interviewer's questions seek to entertain, due to the humor with which he or she asks them, along with the funny answers of the interviewee. The studio lights, the background and the recording studio are elements that visually attract the viewer. |

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| **EXAMPLE 3** | | | |
| Link to analyze: | <https://www.youtube.com/watch?v=Oxi5iH-CY7o> | | |
| Name of video: | 2017 August 22 BBC One Minute World News | | |
| Fiction or not fiction | Kind of contemporary format | Types of shots used | Attractive resources the creator used |
| Not Fiction | News | When recording the presenter, a medium shot was used (up to the waist). In the supporting images, a general shot was used a wide shot (full body), close-up (up to the shoulders), but in this case of the sun, and finally over the shoulders when recording, for example, the rescue team. | The transitions of the news, the typography used in the headline and the bumpers generate confidence in the viewer, because it shows the professionalism of the medium. Likewise, the supporting images of the journalist's voice generate curiosity to know more about the news. |

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| **EXAMPLE 4** | | | |
| Link to analyze: | <https://www.youtube.com/watch?v=GLgh9h2ePYw> | | |
| Name of video: | The Majestic Plastic Bag - A Mockumentary | | |
| Fiction or not fiction | Kind of contemporary format | Types of shots used | Attractive resources the creator used |
| Fiction | Mockumentary | A wide shot (full body) and a medium shot (up to the waist) of the people are recorded. A close-up shot (shoulder-deep) of the bag and an extreme close-up shot of the garbage in the sea. | The music of tension and suspense, the sound effects and, above all, the narrator's voice-over, his way of narrating and the effect of the voice generates attraction, due to its suspense. The story behind it is interesting, due to the occurrences of the narrator, which are not real and are a bit exaggerated, but that draws attention. |

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| **EXAMPLE 5** | | | |
| Link to analyze: | <https://www.youtube.com/watch?v=dKHfwZpP3DA> | | |
| Name of video: | Blanket Fort | | |
| Fiction or not fiction | Kind of contemporary format | Types of shots used | Attractive resources the creator used |
| Fiction | Action Movie Trailer | The creator used:   * Wide shot (full body). * Medium shot (up to the waist). * American shot (up to the knees). | The action music and the sound effects of the movement of the objects attract because of their tension and their suspense within the story. Similarly, editing for scene transition, i.e. moving from the living room to a fictional cave, generates astonishment. |

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| **EXAMPLE 6** | | | |
| Link to analyze: | <https://www.youtube.com/watch?v=W4QYhAAKja8> | | |
| Name of video: | The Avocados from Mexico Shopping Network | Avocados From Mexico 2020 Ad | :60 | | |
| Fiction or not fiction | Kind of contemporary format | Types of shots used | Attractive resources the creator used |
| Fiction | Commercial o Television Advertising | The creator includes the following shots in the presenters and in the characters of the commercial:   * Wide shot (full body). * Medium shot (up to the waist). * American shot (up to the knees).   Finally, when promoting in particular the producers, he makes an extreme close-up shot (only of the details of the avocado). | The sound effects, such as the screams of children in the park or the noise of the airport, and the transition music, together with the speed of the program, ensure that the viewer does not get bored. On the other hand, the quality of the image and the actor's expressions of the presenters. |