

**SECTION A: CONTEXTS, LANGUAGE AND REPRESENTATION**

**QUESTION 1**

**MEDIA LANGUAGE:** This will be a 15 mark question. One of the following texts will come up.

Analyse how texts use the following to create meaning (15)

- (a) Image (5)
- (b) Layout (5)
- (c) Language - (written text)(5)

- GQ
- Pride
- The Man with the Golden Gun
- NTTD
- The Sun
- The Guardian
- This Girl Can
- Quality Street



There may be other headings for this question but this is a good starting point

Make 3-5 points for each section - aim to write a side in total if going for a Level 7-9

**QUESTION 2 (a)**

**MEDIA CONTEXTS:** This will be a 5 mark question. One of the following texts will come up.

Summarise the social/ political/ historical contexts for each of the following texts:

Pride	
GQ	
Quality Street	
This Girl Can	
NTTD	
TMWTGG	

## QUESTION 2 (b)

**MEDIA REPRESENTATIONS:** This will be a 25 mark question where you compare a text you have studied with one you haven't. Typically, you might need to compare representations of gender, ethnicity or messages and values

Compare the representations of gender in the following pairs of texts: This is a 25 mark question! Write lots!

- How representations of gender are constructed
- Similarities in how they represent gender
- Differences in how they represent gender

Click on the image of the unseen text for a hyperlink to see it in full.

Aim to write 2-3 sides for a Level 7-9.

Address all bullet points.



Compare Johnny English with TMWTGG



Compare This Girl Can with Nike



Compare Glamour with Pride

## SECTION B CONTEXTS, INDUSTRY & AUDIENCES

### **QUESTION 3** (These are examples of the typical kind of questions you could be asked in this section)

**INDUSTRY:** These will be presented as stepped questions. The first couple will be worth 1 to 4 marks and the later questions will be worth 6, 8, 10 or 12 marks. Below are some of the basics you need to know but there can be lots of different aspects of the products you could be asked about.

**1. Which organisations own/ produce the following products: (1 mark)**

The Archers	
Fortnite	
The Sun	
NTTD	

**2. Name the body that regulates the following industries AND the age ratings they use:**

	Regulating body	Age ratings (if applicable)
Radio		n/a
Gaming		
Newspapers		n/a
Films		

**3. Why is it important to regulate the following industries: Refer to the relevant set products in your response (6-12 marks)**

Radio	Refer to Archers providing specific examples
Gaming	Refer to Fortnite providing specific examples
Newspapers	Refer to The Sun (print and online) providing specific examples
Films	Refer to Spectre providing specific examples

**4. Discuss how new technology has had an impact on the following industries (as many as you can) (6-12 marks)**

	Impact: Provide specific examples of the products you have studied
Radio/ The Archers	<div style="border: 2px solid black; background-color: cyan; padding: 10px; text-align: center;"><b>Typically for this question you need to consider how smart phones (digital convergence), websites and social media have changed how the product can be consumed and/ or marketed.</b></div>
Gaming/ Fortnite	
Newspapers/ The Sun	
Films/ NTTD	

**5. Discuss how ownership/ funding/ has an impact on the products/ industries (as may as you can) (6-12 marks)**

	Impact
Radio	
Gaming	
Newspapers	
Films	

**6. You also need to be able to define media terms. These are usually just 1 or 2 mark questions:**

Term	Definition
Digital Convergence	
Synergy	
Conglomerate	
Distribution	
Circulation	
Public service broadcaster	
Commercial Broadcaster	
Vertical Integration	

**7. Study the website for each media product**

	Impact: Provide specific examples of the products you have studied
Radio/ The Archers	<div style="border: 2px solid black; background-color: cyan; padding: 10px;"> <p><b>Study each website and write a list of features that either:</b>  <b>help market the product (raise awareness of upcoming events/ products to buy)</b>  <b>engage the audience with the website and therefore the product (what can you do on the site?)</b>  <b>how technology has enhanced the experience for the audience</b>  <b>How it can help the product make more money</b></p> </div>
Gaming/ Fortnite	
Newspapers/ The Sun	
Films/ NTFD	

## QUESTION 4

**AUDIENCE:** This will be presented as stepped questions. The first couple will be worth 1 to 4 marks and the later questions will be worth 6, 8, 10 or 12 marks. Below are some of the basics you need to know but there can be lots of different aspects of the products you could be asked about.

Identify three ways audiences can be segmented/ classified/ defined (1 mark for each)

1

2

3

Now identify the TA for each text and give a few reasons why they may like it (Identifying TA 2-4 marks/ U&G question could be 6 - 12 marks)

	Target Audience (identify TWO)	Why do they like it (refer to <b>uses and gratifications theory</b> ) and how do they use it? How are they <b>active</b> ? Provide specific examples from the product
The Archers	1. 2.	
Fortnite	1. 2.	
The Sun	1. 2.	
NTTD	1. 2.	

How do the following industries attract new audiences? (This is basically a marketing question) (6-12 marks)

Radio: The Archers	<div style="border: 2px solid black; background-color: cyan; padding: 10px; text-align: center;"> <p><b>Typically for this question you need to consider how smart phones (digital convergence), websites and social media have changed how the product can be consumed and/ or marketed.</b></p> </div>
Gaming: Fortnite	
Newspapers: The Sun	
Film: NTTD	

## COMPONENT 2 Exam (a) TV - CRIME DRAMA

Know your set text programme thoroughly - LUTHER S1EP1 **Watch and analyse!**

**What are the narrative codes and conventions of crime dramas? How Does Luther use these?**

**What character archetypes are associated crime dramas? Give examples from your set text**

**SELECT ANY THREE MINUTE EXTRACT FROM S1E1: Analyse the mise en scene in a few scenes of your choice - shot types, costume, body language, facial expression, setting etc.**



### SOUND & MUSIC

[https://resource.download.wjec.co.uk/vtc/2016-17/16-17\\_1-38/pdf/sound-and-music-teaching-suggestions.pdf](https://resource.download.wjec.co.uk/vtc/2016-17/16-17_1-38/pdf/sound-and-music-teaching-suggestions.pdf)

**Compare the representations of characters, themes and narrative with that in your historical texts e.g. The Sweeney**

### Audience

Why does Luther have such a mass appeal? Refer to Uses and gratifications  
Analyse the website for the programme - how does it engage audiences?

### Industry

Who are the production company? How does this have an impact on the content? What time and channel are they on?  
Why is that suitable? Who regulates TV? What is the watershed? Why is it important to regulate TV?

How have these programmes used new technology? Consider streaming services/ websites/ apps etc. An analysis of the website would be useful here too.

**COMPONENT 2(b) MUSIC VIDEO AND ONLINE MEDIA**

**CONTEXT, MEDIA LANGUAGE AND REPRESENTATION**

**THE THREE MUSIC VIDEOS YOU NEED TO BE FAMILIAR WITH ARE BRUNO MARS 'UPTOWN FUNK' TAYLOR SWIFT 'BAD BLOOD' AND TLC 'WATERTFALLS'. WATCH THEM BOTH SEVERAL TIMES AND COMPLETE THE FOLLOWING TABLE**

	<b>UPTOWN FUNK</b>	<b>BAD BLOOD</b>	<b>TLC WATERFALLS</b>
<b>CONTEXT (5 POINTS EACH)</b>			

**Provide specific examples!**

	<b>UPTOWN FUNK</b>	<b>BAD BLOOD</b>	<b>TLC WATERFALLS</b>
<b>Representation of race and ethnicity</b>			
<b>Representation of gender</b>			

**\*\*\*\*\*Select a few key scenes in each video and analyse how the mise en scene creates meaning\*\*\*\*\***

**INDUSTRY**

**YOU ALSO NEED TO KNOW THE WEBSITES AND ONLINE MEDIA PRESENCE FOR BOTH ARTISTS:**

**How do the artists represent themselves online? What are their artist personas? Give examples of how they cultivate this persona through their online media**

<b>Mars represents himself as...Adjective (consider 4 - 5)</b>	<b>Specific examples</b>
<b>Retro</b>	<b>the colour palette of the website includes golds and browns and a font that is symbolic of motown Music. He also wears an afro and 70s style glasses to promote his Silk Sonic album.</b>

Stylish etc...	

**Taylor Swift Website and Social Media**

Beautiful	
Stylish etc...	

**Study the website for each media product**

	Impact: Provide specific examples of the products you have studied
Taylor Swift	<div style="border: 2px solid black; background-color: cyan; padding: 10px;"> <p><b>Study each website and write a list of features that either:</b>  <b>help market the product (raise awareness of upcoming events/ products to buy)</b>  <b>engage the audience with the website and therefore the product (what can you do on the site?)</b>  <b>how technology has enhanced the experience for the audience</b>  <b>How it can help the product make more money</b></p> </div>
Bruno Mars	

**AUDIENCE**

These websites both really encourage audience interaction - write down as many examples as you can for each artist! (You'll need to use your own paper as I was only allowed to do 4 pages ;) )

Answer the questions on this document on a separate sheet of paper. Use the Eduqas website link for additional support: <https://www.eduqas.co.uk/qualifications/media-studies/gcse/>

How do the websites encourage an active audience? Refer to the Uses and Gratifications theory.