



Media Studies Paper 2

All areas of the theoretical Framework: Language, Audience, Representation and Industries

Questions in this section will test you on the following forms:
Television, Magazines and Online, Social & Participatory Media & Video Games.

This exam will feature a “previously unseen” Media product as well as your Close Study Products.

Four questions: one medium response question (9 marks) and three extended response questions (25 marks each).

MEDIA LANGUAGE - SEE PAPER ONE



MEDIA REPRESENTATION - SEE PAPER ONE



MEDIA AUDIENCES - SEE PAPER ONE



MEDIA INDUSTRIES - SEE PAPER ONE





Year 13 - Assessment 1.2 Manifest

TELEVISION <u>CLOSE STUDY PRODUCTS</u>	Red	Yellow	Green
I have seen and am confident with my understanding of the two Television Close Study Products			
I understand the historical and cultural contexts of the older Television Close study Product			
I can compare the two Television Close Study Products in terms of similarities and differences			
I can describe how the two Television Close Study Products reflect the society and culture landscape today			
I can describe and explain the semiotic codes used in the two Television Close Study Products			
I can apply Propp narrative theory to the two Television Close Study Products			
I can apply Todorov narrative theory to the two Television Close Study Products			
I can make references to intertextuality in the two Television Close Study Products and understand why they were included.			
I can describe the characters in the two Television Close Study Products and the codes of their character representation.			
I can link the portrayal of characters in the two Television Close Study Products to modern social and cultural context			
I can explain the use of certain stereotypes (Masculinity, Femininity, Class, Ethnicity, Age, Sexuality, Disability, etc) and how they apply to the two Television Close Study Products			
I can explain the target audience and how I know this.			
I can discuss the critical response to the two Television Close Study Products and link to audience, scheduling, etc.			
I can describe and evaluate how the two Television Close Study Products was marketed and the distribution model(s) used			
I can explain Uses and Gratifications theory and link to the two Television Close Study Products			
I can explain how online services have changed TV viewing habits and how this is particularly linked to certain demographics.			
I can explain how online TV services are regulated and how this is more complicated than non-online TV			



Year 13 - Assessment 1.2 Manifest

MAGAZINE CLOSE STUDY PRODUCTS			
I have seen and am confident with my understanding of the two Magazine Close Study Products			
I can describe the social and cultural issues that arise from the two Magazine Close Study Products			
I can explain how the producers of the two Magazine Close Study Products convey their own agenda			
I can compare the two Magazine Close Study Products			
I can explain the use of layout, design, typography, colour and other codes on the two Magazine Close Study Products			
I can give reasons as to why specific choices about the construction of the two Magazine Close Study Products have been made			
I can explain how the two Magazine Close Study Products conform to and/or reject conventions			
I can describe and explain how the audience of the two Magazine Close Study Products are targeted			
I can explain the narrative devices used in the two Magazine Close Study Products			
I can explain and describe how the producers of the two Magazine Close Study Products use stereotypes to represent various people, places, attitudes and beliefs			
I can explain and describe how and why the producers of the two Magazine Close Study Products subvert stereotypes and may misrepresent people, places, attitudes and beliefs			
I can explain how audience interpretation of the two Magazine Close Study Products may vary across demographics			



Year 13 - Assessment 1.2 Manifest

ONLINE, SOCIAL & PARTICIPATORY MEDIA & VIDEO GAMES <u>CLOSE STUDY PRODUCTS</u>			
I have seen and am confident with my understanding of the OSP & Video Game Close Study Products			
I understand what a social media influencer is and why they are “powerful”			
I can describe the various ways that social media influencers use social media to support social causes , charity work and other endeavours that are not purely commercial			
I can explain why and how social media influencers are able to exert significant political pressure on the government			
I can analyse the media language techniques used in various social media channels			
I can describe how social media influencers represent themselves through imagery and posts			
I can apply narrative and genre theory to the analysis of social media posts			
I can explain how meaning is conveyed in social and online media			
I can explain and describe the positive and negative stereotypes used in social media			
I can explain how social media companies make money			
I can explain the ownership of social media companies			
I can discuss the issues of the regulation of the media in relation to online media			
I can identify the target audience of social media and online media products			
I can explain the cultural importance and social significance of celebrity culture on modern audiences			
I can describe how celebrities interact with their audiences			
I can explain the narrative conventions of Video Games			
I can explain why Video Games use stereotypes			
I can explain how the representations of people, place and cultures in Video Games can drive the values and behaviours of the target audience (and society as a whole).			



Year 13 - Assessment 1.2 Manifest

I can discuss how gender, race, age, class, disability, etc, are represented in the Video Games Products			
I can explain how the Video Games Close Study Products were marketed			
I can explain how Video Games make money			
I can discuss media convergence in relation to Video Games			
I understand how Video Games are regulated			



Year 13 - Assessment 1.2 Manifest

QUESTIONS – APPROXIMATELY 1.5 MINUTES PER MARK

Questions that include ‘what’, ‘why’, ‘state’ or ‘explain’			
I am confident in demonstrating my ability to respond to questions that relate to Assessment Objective 1. AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes.			
Questions that include ‘analyse’, ‘to what extent’ or ‘how’			
I am confident in demonstrating my ability to respond to questions that relate to Assessment Objective 2. AO2: Apply knowledge and understanding of the theoretical framework of media to: analyse media products, including in relation to their contexts and through the use of academic theories evaluate academic theories make judgements and draw conclusions.			
Medium Response Questions (9 marks)			
I am confident that I can develop an argument and respond to the question in several sentences/paragraphs.			
Extended Response Questions (25 marks)			
I am confident that I can present a clear, sustained and well-supported argument over 4 to 5 paragraphs.			
Q1	Q2	Q3	Q4
9	25	25	25



Year 13 - Assessment 1.2 Manifest

RESOURCES

MEDIA STUDIES	Link
Lessons on GDrive	https://drive.google.com/drive/folders/1n-4xqla6TyciY7EEf-5H2OcTtzW36_Uh
Media-Studies.com	https://media-studies.com/