



Year 13 - Assessment 1.1 Manifest

Media Studies Paper 1 Section A

Media Language & Media Representation

Questions in this section will test you on the following forms:
Advertising & Marketing and Music Videos.

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

Four questions: three medium response questions (8 to 12 marks each) and one extended response question (20 marks)



Year 13 - Assessment 1.1 Manifest

MEDIA LANGUAGE	Red	Yellow	Green
I understand what the topic of Media Language is about			
I understand what the three formats of media are			
I understand the difference between 'old' and 'new' media			
I understand the term conventions and know the conventions of range of media products			
I understand Neale's theories on genre, hybrid genre and sub-genre			
I know what a semiotic analysis is and how to conduct one			
I understand the difference between connotation and denotation			
I can find a variety of connotations and denotations from a media product			
I can analyse and comment on the meaning signified by lighting techniques			
I can analyse and comment on the meaning signified by camera techniques			
I can analyse and comment on the meaning signified by image choice			
I know how to apply Saussure's theories on semiotics including the terms Icon, Symbol and Index			
I understand linear models of communication: Sender - Message - Receiver			
I understand what Verbal Codes are and how to analyse them			
I understand what Non-Verbal codes are and how to analyse them			
I understand what Todorov's narrative structure is and how to apply analysis of it to a media product			
I understand what Propps' Character Theory is and how it relates to narratives			
I understand Narrative Codes			
I understand Binary Opposition			



Year 13 - Assessment 1.1 Manifest

I understand the term Intertextuality and what it does for a product			
I understand the role of technology and how it impacts Media products			
I understand Barthes' work on Mythologies			
I understand Baudrillard's work on Hyperreality			



Year 13 - Assessment 1.1 Manifest

MEDIA REPRESENTATION			
I understand the Hall's theories on encoding and decoding regarding 'stereotypes', 'countertypes'			
I understand the term ' subverted ' stereotypes and why producers of the media use them			
I understand how stereotypes are constructed (with reference to Media Language)			
I understand why stereotypes are constructed (with reference to Media Audiences and Media Industries)			
I understand how and why stereotypes can be positive/negative			
I understand the term ' marginalised ' representations and can use it when analysing media products			
I understand the term ' misrepresentation ' and can use it when analysing media products			
I understand how BAME groups are represented generally within the media			
I understand how different genders are represented generally within the media			
I understand Gauntlet's theories on Identity (Fluidity of identity, Negotiated identity, Collective identity)			
I understand how and why stereotypes and representations might be developing over time			
I understand why some representations become (and are still) dominant			
I understand how and why different media products, industries and producers represent things differently			
I understand why different audiences may interpret representations differently			
I understand Mulvey's Theories on gender - Male gaze (Voyeurism, Patriarchy, Sexualisation) (Feminism)			
I understand Van Zoonan's Theories on gender - Female Gaze (Feminism)			
I understand Hook's theories on Gender (Intersectionality) (Feminism)			
I understand Butler's theories on gender - Gender Performativity			
I understand Gilroy's theories of Colonialism and Post-Colonialism			



Year 13 - Assessment 1.1 Manifest

ADVERTISING & MARKETING CLOSE STUDY PRODUCTS			
I have seen and am confident with my understanding of the three Advertising & Marketing Close Study Products			
I understand how three Advertising & Marketing Close Study Products reflect the social and cultural stereotypes of the time in which they were created			
I can compare the representation of the historic Advertising & Marketing Close Study Product to the modern-day counterpart			
I can discuss how modern political views of male and female stereotypes influence the three Advertising & Marketing Close Study Products			
I can discuss and explain the various denotations and connotations signified within the three Advertising & Marketing Close Study Products			
I can describe and explain the design of the three Advertising & Marketing Close Study Products (specifically the layout, typography, use of language, non-verbal codes) and how it adds meaning			
I can explain how the three Advertising & Marketing Close Study Products follow the codes and conventions of adverts (specifically positivity, branding, use of nostalgia, use of characters, narratives, graphics, limited words/copy)			
I can describe and evaluate how the three Advertising & Marketing Close Study Products persuade (through language)			
I can describe the various components of the three Advertising & Marketing Close Study Products and how they create the narrative			
I can explain how a modern audience would interpret the historic Advertising & Marketing Close Study Product very differently			
I can compare what is familiar in the three Advertising & Marketing Close Study Products (looking at it with a modern perspective) and what is unfamiliar			
I can explain how I interpret this advert and how this may be linked to my thoughts and experiences			



Year 13 - Assessment 1.1 Manifest

MUSIC VIDEO CLOSE STUDY PRODUCTS			
I have seen and am confident with my understanding of the two Music Video Close Study Products			
I understand how the two Music Video Close Study Products may be key milestones in the evolution of the music industry			
I can explain how the unsigned Music Video Close Study Product is part of a long tradition of creative, independent artists who reject corporate values			
I can discuss the birth and growth of the independent music artists			
I can compare the two Music Video Close Study Products			
I can describe and explain how the two Music Video Close Study Products codes and conventions are linked to the target audience			
I can describe and explain how the two Music Video Close Study Products codes and conventions are linked to the image the band want to project			
I can describe and explain how the unsigned Music Video Close Study Product is linked to innovative use of digital technology (social media, digital music files)			
I can discuss the role of music video and why it is a required media product in the music industry			
I understand why people watch music videos (Uses and Gratification theory)			
I can explain why the unsigned Music Video Close Study Product is seen as a turning point in the relationship between the music industry, artists and fans			
I can explain what self-production of music is			



Media Studies Paper 1 Section B – Media Audiences & Media Industries

Questions in this section can test **any two of the following** forms:

Radio, Film **and/or** Newspapers.

Three questions: one short response (6 marks but often split into sections – 5.1, 5.2), one medium response (9 marks) and one extended response (20 marks).



Year 13 - Assessment 1.1 Manifest

MEDIA AUDIENCES			
I understand the Hall's theories on encoding and decoding regarding 'stereotypes'			
I understand the term 'subverted' stereotypes and why producers of the media use them			
I understand how stereotypes are constructed (with reference to Media Language)			
I understand how and why stereotypes can be positive/negative			
I understand the term 'marginalised' representations and can use it when analysing media			
I understand the term 'misrepresentation' and can use it when analysing media products			
I understand how BAME groups are represented generally within the media			
I understand how different genders are represented generally within the media			
I understand Gauntlet's theories on Identity (Fluidity, Negotiated identity, Collective identity)			
I understand how and why stereotypes and representations might be developing over time			
I understand why some representations become (and are still) dominant			
I understand how and why different media products, industries and producers represent things			
I understand why different audiences may interpret representations differently			
I understand Mulvey's Theories on gender - Male Gaze (Voyeurism, Patriarchy, Feminism)			
I understand Van Zoonan's Theories on gender - Female Gaze (Feminism)			
I understand Hook's theories on Gender (Intersectionality) (Feminism)			
I understand Butler's theories on gender - Gender Performativity			
I understand Gilroy's theories of Colonialism and Post-Colonialism			



Year 13 - Assessment 1.1 Manifest

MEDIA INDUSTRIES			
I understand what the topic of Media Industries is about in a general sense			
I understand the difference between P.S.B. and commercial T.V. channels			
I can express my own opinions on the usefulness and relevance of P.S.B.			
I understand the funding models of television channels			
I know and understand the idea of ' Hollywood ' and why it is important for the film industry			
I understand the terms ' corporation ', ' conglomerate ', ' media concentration ', ' merger ' and ' takeover '			
I understand the terms ' vertical integration ' and ' horizontal integration '			
I understand the difference between ' star-power ' and ' director-power '			
I understand the difference between a ' blockbuster ' and an independent film			
I understand the idea of news values and can list a range of them			
I understand how technology might be impacting the news industry			
I understand the changing nature of advertising and audience viewing habits			
I know and understand different advertising strategies including ' guerrilla ' tactics			
I understand the financial developments of the computer game industry			
I know all the different regulatory bodies and what they do (ASA, BBFC, PEGI (VSC), IPSO, OFCOM)			
I understand the place and importance of censorship in the media (and have opinions about freedom of speech)			
I understand " Power & Control " of media industries as explored by Curran and Seaton			
I am confident with the regulation of the media and theories regarding it by Livingstone and Lunt			
I understand Hesmondhalgh theory on Cultural Industries			



Year 13 - Assessment 1.1 Manifest

RADIO CLOSE STUDY PRODUCTS			
I have seen and am confident with my understanding of the two Radio Close Study Products			
I understand how the way we access music has changed since 1967			
I can explain what pirate radio was (and is) and why it was a threat to the BBC			
I can explain how there was a political dimension to the suppression of pirate radio and the launch of Radio 1			
I understand how the radio changes were linked to the public service remit of the BBC			
I understand how 'needle time' limited the output of the historical Radio Close Study Product and how pirate stations bypassed this legislation.			
I can explain how the modern Radio Close Study Product was aimed at a specific target audience			
I can understand and explain why commercial radio producers wanted to move into the online radio field			
I can describe the presentation style of the two Radio Close Study Products			
I can explain how the modern Radio Close Study Product is a threat to traditional radio stations.			



Year 13 - Assessment 1.1 Manifest

FILM CLOSE STUDY PRODUCTS	Red	Yellow	Green
I have seen and am confident with my understanding of the two Film Close Study Products			
I understand what a Hollywood 'blockbuster' is			
I understand the difference between 'Director Power' and 'Star Power'			
I know and understand the role of major Hollywood studios			
I understand why Hollywood blockbusters need huge production budgets and can compare with independent films			
I can compare the marketing methods used by the two Film Close Study Products			
I understand the role of 'promotion partners' and 'product placement' in films.			
I can evaluate whether the two Film Close Study Products were financially successful			
I can explain how and why films are certificated by the BBFC and why this is important			
I can evaluate the dominance of the Hollywood film industry and the impact that has on global film production			
I understand and can explain how independent film can/cannot compete with the Major Film Studios			



Year 13 - Assessment 1.1 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.			
Short Response Questions (1 to 3 marks)			
I am confident that I can identify, briefly explain (one sentence) or list my response.			
Medium Response Questions (6 to 12 marks)			
I am confident that I can develop an argument and respond to the question in several sentences/paragraphs.			
Extended Response Questions (20 to 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	Q5	Q6	Q7
8	12	9	20	6	9	20



Year 13 - Assessment 1.1 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/