



Media Studies Paper 1 Section A
Media Language & Media Representations

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)

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).

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).



Year 13 - Assessment 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 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			
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)			



Year 13 - Assessment Manifest

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			
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			
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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)			



Year 13 - Assessment Manifest

I understand Hook's theories on Gender (Intersectionality) (Feminism)			
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I understand Gilroy's theories of Colonialism and Post-Colonialism			

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)			



Year 13 - Assessment Manifest

I understand the place and importance of copyright 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			

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.			



Year 13 - Assessment Manifest

RESOURCES

MEDIA STUDIES	Link
Lessons on GDrive	https://drive.google.com/drive/folders/1n-4xqla6TyciY7EEf-5H2OcTzw36_Uh
Media-Studies.com	https://media-studies.com/