

Media Studies Revision

Final Examination Dates

Paper 1, Media Messages- 2h, Monday 19th May, PM

Paper 2, Evolving Media – 2h, Thursday 5th June, PM

- Typical question types per question

Paper 1, Media Messages

Section A- News

1. Use a theorist to ANALYSE representations presented on two newspaper front covers. (This could be screenshots of newspaper websites.) The theorist might be named or you can choose an appropriate one from a specified area.
2. EXPLAIN, ANALYSE and EVALUATE the differences between different styles of newspapers as presented in the exam booklet. You need to know the differences between tabloid, broadsheet and middle-market tabloid. You will also need to know political affiliations of the different newspapers.
3. EXPLAIN how social, political, economic contexts can affect the production and consumption of newspapers. You need your own facts and stats relating to the question from The Daily Mail and the Guardian.
4. EVALUATE the effectiveness in one of the following theorists. This is connected to news and any area could come up.

Section B- Media Language and Representation

In this section you could be asked about two of the following topics:

One question will be EXPLAIN one will be unseen and ANALYSE.

- Advertising and Marketing. One of our 3 set adverts or an unseen advert. You need to be able to show understanding of the conventions of advertising and how audiences are affected by the messages in the advert. You need to be able to make reference to specific uses of media language used in the advert. The advert will most likely be printed in your exam paper.
- The Big Issue. This will be an unseen Big Issue. You will need to show understanding of the brand; its style and ethos. How and why do they create representations in a certain way? What effect does it have? You may be asked to evaluate the impact.

- Typical question types per question

Paper 2, Evolving Media

Section A- Industry and Audience

In this section you could be asked about two of the following topics. This is testing your knowledge. The command word is likely to be EXPLAIN.

- Radio. Your set text is the Radio One Breakfast show. You need to know facts and stats about the show and the way that the BBC is determined by the fact it is a PSB funded by the license fee. You need to have listened to a show and be able to use examples from that show. Music played- names of songs and arts, and why they are chosen; games; audience interactions with the host Greg James. Were there any guests on the show? etc...
- Animal Crossing. You need to understand the development of the game and the many uses of the game: from individual play to Youtubers making a living from the people watching them play the game. Why has the game been so successful? What ways can audiences interact through the game? The more specific examples the better.
- Disney: Snow White and Shang Chi. You will need to show your understanding of the evolving nature of the film industry from production – hand drawn to CGI; distribution – gradual to saturation (blockbuster) distribution to the prominence of streaming services with new films; marketing – trailers, TV endorsements to the dominance of the internet and social media.

Section B- Long Form TV Drama

Q3 is the long question. 30marks.

- You need to talk about both Stranger Things and D83.

- Be able to apply theory from across the framework: all 4 areas. Representation, audience, industry and media language.

- You need to make sure you can reference specific scenes from the episodes and talk about the media language used.

- Music videos. You can refer to either Heaven by Emeli Sandé or Titanium by David Guetta. Typical questions may ask about how artists are presented, how audiences are engaged, any wider issues that the music video suggests and reference to stereotyping or intertextually.

- You will need facts and stats about the shows. Who made and produced them and how they were influenced by a range of contexts: historical, social, cultural, economic, political.

- Fundamentally make sure you answer the question and conclude.

Q4. EVALUATE the usefulness of a certain theory in helping to understand Long Form TV drama. You will have a choice of two. Make sure you use examples from the shows to say why it is and why it isn't useful. Any area of theory could come up.

Theories to cover

THEORY: Representation, <i>Stuart Hall- stereotyping</i>	THEORY: Audience, <i>Stuart Hall – reception theory</i>	THEORY: Media Language, <i>Neale- genre theory</i>
THEORY: Representation, <i>Judith Butler- performativity</i>	THEORY: Audience, <i>Shirky- end of audience</i>	THEORY: Media Language, <i>Levi-Strauss- binaries</i>
THEORY: Representation, <i>van Zoonen- feminist</i>	THEORY: Audience, <i>Jenkins- fandom</i>	THEORY: Media Language, <i>Baudrillard, postmodernism, hyperreality</i>
THEORY: Representation, <i>bell hooks- intersectionality</i>	THEORY: Audience, <i>Gerbner- cultivation</i>	THEORY: Media Language, <i>Barthes- semiology</i>
THEORY: Representation, <i>Paul Gilroy, post-colonial theory</i>	THEORY: Audience, <i>Bandura- media effects</i>	THEORY: Industry, <i>Curran and Seaton, power and media industries</i>
THEORY: Representation, <i>David Gauntlett- identity</i>	THEORY: Media Language, <i>Todorov- narratology</i>	THEORY: Industry, <i>Hesmondhalgh, risk</i>
Which theories do you know well? Which theories are useful for news? Which theories are useful for LRTVD?	Which theories do you know less well? Which theories are less useful for news? Which theories are less useful for LRTVD?	THEORY: Industry, <i>Livingstone and Lunt, regulation.</i>

Week beginning	Suggested focus	Suggested theory focus	Suggested activities- these are to supplement going through work we have done in class over the whole course. Please remember to look back to work that is in your folders.	Done
w/c 24 th February	Paper 1 question 1	Van Zoonen Paul Gilroy bel hooks	https://www.thepaperboy.com/uk/ Go onto the Paper Boy and have a look at the front covers for the day. Analyse how women are being presented using van Zoonen's theory. Are there any people of colour represented on the front covers? Use Paul Gilroy's theory to analyse representations on the front covers. Would bel hooks' theory be appropriate to use of there are women of colour on the front of the newspapers.	
w/c 3 rd March	Paper 1, Question 2	Levi Strauss Barthes Hall, representation theory.	Revise the different types of newspapers https://www.bbc.co.uk/bitesize/guides/zps4qty/revision/1 Use paperboy to explore the different genre of newspapers. https://www.thepaperboy.com/uk/ https://www.theguardian.com/uk https://www.dailymail.co.uk/home/index.html The Daily Mail and Guardian websites. Make notes on the style the different stories. Use Levi Strauss theory of binary opposites to explore the way stories are presented. Recapping Barthes study of signs will help explore the associated meaning presented on the front pages and websites. Quick theory test and application: Hall: is there any obvious use of stereotyping being used on the front pages? Who is missing from the front pages? What does that tell us about the people with power behind the news.	
w/c 10 th March	Paper 1, Question 3	Curran and Seaton Hesmondhalgh	Make flashcards for the facts and stats connected to The Daily Mail and the Guardian. https://www.bbc.co.uk/bitesize/guides/zps4qty/revision/7 https://en.wikipedia.org/wiki/Daily_Mail https://en.wikipedia.org/wiki/The_Guardian https://www.ocr.org.uk/Images/630157-media-messages.pdf read through the exemplar work on page 22 to give you further idea about the kind of response the examiner is looking for. Recap your notes from your revision last week on the different styles on the websites and see how the newspapers are adapting to a world of news online. Quick theory test and application Using everything you have revised this week and beyond, brain dump reasons why Curran and Seaton's theory is useful when looking at the way news is reported. Add actual examples from your revision work.	
w/c 17 th March	Paper 1 Question 4	Bandura Gerbner	https://www.ocr.org.uk/Images/630157-media-messages.pdf Read the student exemplar 10/10 response on Gerbner. Write a success criteria for this kind of question. Write your own response for Bandura.	
w/c 24 th March	Advertising and marketing	Gauntlett Van Zoonen	Mrs Fisher recaps the Dove advert https://www.youtube.com/watch?v=ZBnn92TE-Ho Mrs Fisher recaps the River Island advert https://www.youtube.com/watch?v=PgelaRZc8Zc https://www.youtube.com/watch?v=3QxQOdIQIw Mrs Fisher recaps Shelter Watching all 3 videos and taking notes – nice and easy recap.	

			<p>Quick theory test and application</p> <p>How does the River Island advert show the varied nature of identity. Apply Gauntlett's identity theory here. Does the Dove advert conform or move away from van Zoonen's theories about gender representation?</p>	
w/c 31 st March	Big Issue	Judith Butler bell hooks Baudrillard	<p>Search for Big Issue front covers https://www.bigissue.com/magazines/ Look for covers from before the redesign in November 2021. (If you get Big Issue as one of the questions in this section it will be from before the redesign.) Annotate the cover exploring the following: Media Language; Representation; examples of Ideology; signs of Audience; Intertextual references.</p> <p>Use your notes to explain to a family member or friend how the Big Issue is a niche magazine and how this differs from mainstream.</p> <p>Quick theory test and application</p> <p>How can you apply Butler's theory of representation and bell hooks' theory of intersectional feminism to Big Issue front covers? Is it possible? What other areas of the course could you use for each theory? Is there a postmodern aspect to the front covers. Is Baudrillard's theory of hyperreality helpful when examining the front covers?</p>	
w/c 7 th April EASTER	Music videos	Fandom Todorov	<p>Rewatch the music videos for Heaven and Titanium. https://www.youtube.com/watch?v=883yQqdOaLg Heaven https://www.youtube.com/watch?v=JrfuAukYTKg Titanium</p> <p>Decide which video you would choose if the questions asked about: how artists are presented; how audiences are engaged; any wider issues that the music video suggests and reference to stereotyping or intertextually. Be able to describe at least 3 specific moments in the video that would support your idea.</p> <p>Quick theory test and application:</p> <p>While revising fandom, think about the relationship David Guetta has with his fans. After revising Todorov rewatch the Titanium music video and use Todorov's narrative structure. What does the equilibrium and the ending tell us about the values presented in the video.</p>	
w/c 14 th April EASTER	Radio	Livingstone and Lunt Hall, Reception theory	<p>https://resource.download.wjec.co.uk/vtc/2016-17/16-17_1-36a/pdf/unit2/3a-bbc-r1-remit.pdf Complete the activities on the sheet as a way of revising how Radio One fulfils its remit.</p> <p>The following is an excerpt from a feature of Greg James's Breakfast Show 'Unpopular Opinion' https://www.youtube.com/watch?v=msVu1v_sJ3I Watch the extract and for two or three of the opinions shared, jot down the preferred, negotiated and oppositional reading of this opinion. By doing this, you're applying Stuart Hall's Reception Theory to the Media text.</p>	

			<p>Also, Youtube ask for comments below. This is another way that Radio One is engaging with its audience being on a visual platform. They also have their own channel https://www.youtube.com/@bbcradio1</p> <p>Quick theory test and application: Thinking about Livingstone and Lunt regulation theory write down the similarities and differences between how the Radio One Breakfast Show and Youtube are regulated.</p>	
w/c 21 st April	Animal Crossing	Shirky Hesmondhalgh	<p>List at least 10 ways audiences can use Animal Crossings: New Horizons. Create an Animal Crossing timeline. Add in actual uses of the game at what time from March 2020 to now. Talk to a friend about how the game has developed since it was first created.</p> <p>Quick theory test and application: List all the ways that the audience are prosumers when it comes to Animal Crossing. How can we apply Hesmondhalgh's theory to Animal Crossing? Does it go against Hesmondhalgh theory?</p>	
w/c 28 th April	Disney Snow White and Shang Chi	Neale Any theory you have missed or need to go over again.	<p>Mrs Fisher talks about Snow White https://www.youtube.com/watch?v=e1iih6fKMUA Mrs Fisher talks Shang Chi: https://www.youtube.com/watch?v=aAqAgUv9s6s Make notes on industry and audience. Aim for as many facts and stats as you can.</p> <p>Quick theory test and application: Neale: List 10 changes between the two films which showed the genre, the narrative and characters needed to evolve to suit a changing audience.</p>	
w/c 5 th May	Stranger Things and Evaluating theory and LFTVD D83	Quiz yourself on all the theories. What area are they from. When can you used them?	<p>Go back to your Stranger Things fansites. What did you add? What more would you add now? Read the page 1-6 of the attached revision booklet to remind you of the narrative of the first episode. Complete the quiz on page 13 to test your knowledge.</p> <p>https://mrsblacksmedia2.files.wordpress.com/2019/03/deutschland83-study-pack-pdf.pdf https://www.ocr.org.uk/Images/666927-question-paper-evolving-media.pdf Using this past paper, plan out a response to Question 3 using the theories suggested at the very least. https://www.ocr.org.uk/Images/666927-question-paper-evolving-media.pdf Using this past paper, plan out a response to Question 4</p>	
w/c 12 th May	Revise all Paper 1	Go through all your notes from the different areas. Have a look through an example of a practice paper. https://www.ocr.org.uk/Images/666926-question-paper-media-messages.pdf		

w/c 19th May	Paper 1 Exam today		
Half term	Revise all Paper 2	https://www.ocr.org.uk/Images/643088-question-paper-evolving-media.pdf Have a look through an example of a practice paper 2.	
Thursday 5 th June	Paper 2 Exam today		