



Subject		Media Studies		
Title/Topic		Format	Length	Date & Time
Paper 1 – Newspapers		Written paper	50 minutes	Tue 28 February 1pm – 1.50pm (Amb)
Paper 2 – Advertising		Written paper	50 minutes	Tue 7 March 11am – 11.50am (Amb)

This assessment will test my knowledge on...

In order to be successful in this exam you should be able to discuss all of the points below in detail, for any scenario and examples given in the exam.

You should be able to apply and use relevant terminology in your answers.

Paper 1 - Newspapers

1. What is the purpose of the media product?
2. How does this product communicate with their audience?
3. What are the design conventions of this product and how do they help communicate with the audience?
4. What impact do ownership models have on the media product?
5. What are the typical political positions of different newspaper products?

Paper 2 – Advertising and Marketing

1. What is the purpose of the media product - advertising?
2. How do different forms of advertising differ in the way they communicate with their audience?
3. How does this product communicate with their audience?
4. What are the common stereotypes that this form of media portrays?
5. How do creators design media products that will appeal to their target audience?



What should I do to revise and prepare for this assessment?

- Revise key vocabulary, terminology, and theories as covered in class booklets.
- Read back through the sections of your booklet on the above topics, making new notes as you go.
- Complete the practice questions

What useful websites/resources could I use to help me prepare?

- OneDrive  [A Level Media](#)