



<b>Subject</b>	Year 12 Media Studies	
<b>Title/Topic</b>	<b>Format</b>	<b>Title/Topic</b>
Paper 1 – Media Language	Written Paper, exam style questions	Paper 1 – Media Language
Paper 2 – Media Messaging	Written paper with coding-like questions	Paper 2 – Media Messaging

### My Advent assessment will test my knowledge on...

#### Paper 1: Media Messages

##### News (Print & Online)

- Analysis of contemporary and historical news sources.
- Representation, ideology, and bias in news reporting.
- The impact of online news vs. print journalism.
- Media ownership and its influence on news production.
- The role of citizen journalism and social media.

##### Magazines – *The Big Issue*

- Purpose and target audience of *The Big Issue*.
- Representation of social issues and marginalised groups.
- The magazine’s approach to political and cultural topics.
- Print vs. digital magazine consumption.
- Use of layout, typography, and imagery to engage readers.

##### Advertising & Marketing

1. **Shelter** (*House of Cards* campaign)
  - Representation of homelessness.
  - Use of direct address and emotive language.
  - Persuasive techniques and audience engagement.
2. **Dove** (*Real Beauty* campaign)
  - Representation of women and body image.
  - How the campaign challenges beauty standards.
  - The impact of social media on audience interaction.
3. **River Island** (*Labels Are For Clothes* campaign)
  - Representation of diversity and inclusion.
  - Subversion of stereotypes.
  - The effectiveness of branding and celebrity endorsements.

#### Paper 2: Evolving Media Music Videos



**1. David Guetta – *Titanium***

- Narrative and themes of resilience and empowerment.
- Visual codes and intertextual references.
- Representation of youth and power dynamics.

**2. Emeli Sandé – *Heaven***

- Social realism and representation of urban life.
- Use of cinematography and mise-en-scène.
- Links to broader themes of spirituality and morality.

**Long-Form TV Drama (LFTD)**

**1. *Stranger Things* (S1, E1)**

- 1980s nostalgia and intertextual references.
- Themes of government conspiracy and supernatural horror.
- Representation of gender, youth, and family.

**2. *Deutschland 83* (S1, E1)**

- Cold War context and historical accuracy.
- Themes of espionage and ideological conflict.
- Representation of East and West Germany.

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



To prepare for this assessment:

- Complete practice questions provided
- Review classwork, booklets and powerpoints
- Create Mind-maps of key topics, using resources provided

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

1. All resources and files are available on the Student OneDrive