



<b>Subject</b>	Media Studies	
<b>Title/Topic</b>	<b>Format</b>	<b>Length</b>
Paper 1 – Media Language	1.5hr written	
Paper 2 – Evolving Media	1.5hr written	

### In this RTS assessment I will be asked to show I can...

#### Paper 1

#### 1. The Four Media Frameworks

Revise how each framework can be applied to any media product.

#### Media Language

- Camera shots, angles and movement
- Mise-en-scène (costume, lighting, setting, props)
- Editing techniques
- Sound and music
- Layout, typography and design
- Semiotics (signs, signifiers and meanings)
- Narrative structure and conventions
- Genre conventions

#### Representation

- How people, places and events are portrayed
- Stereotypes and counter-stereotypes
- Representation of gender, ethnicity, age and social class
- Power and ideology
- How representations reflect or challenge social values

#### Audience

- Target audiences
- Audience positioning and appeal
- Audience interpretations (preferred, negotiated, oppositional)
- Audience uses and gratifications
- Active vs passive audiences
- Fandom and audience participation

#### Media Industries

- Ownership and regulation



- Funding and production
- Distribution and marketing
- Commercial vs public service media
- Digital convergence
- Globalisation

## **2. Magazines – *The Big Issue***

Revise:

- Magazine conventions and front cover analysis
- Social and political context
- Representation of homelessness and poverty
- Target audience
- Independent ownership and funding model
- Branding and house style
- Comparison with mainstream commercial magazines
- Relevant theorists and the four frameworks

## **3. Advertising & Marketing**

### **Set Products**

- Dove
- River Island
- Shelter

Revise:

- Purpose and target audience of each campaign
- Brand identity and values
- Persuasive techniques
- Representation of gender, class and ethnicity
- Use of media language (images, colour, layout, slogan)
- Social and cultural contexts
- How advertising reflects or challenges stereotypes
- Differences between commercial and charity advertising

## **4. Music Videos**



### Set Products

- *Heaven*
- *Titanium*

Revise:

- Narrative vs performance elements
- Visual style and aesthetics
- Camera, editing and cinematography
- Star image
- Representation
- Intertextuality
- Genre conventions
- Relationship between music and visuals

### Paper 2

#### 5. Film

##### Set Texts

- *Snow White and the Seven Dwarfs* (1937)
- *Shang-Chi and the Legend of the Ten Rings*

Revise:

- Historical, social and cultural contexts
- Industrial context (Disney then and now, Marvel/Disney)
- Representation of gender, ethnicity and heroism
- Narrative structure
- Audience appeal across different time periods
- Production, distribution and marketing
- Global audiences
- Comparison between classical Hollywood and contemporary blockbuster filmmaking

#### 6. Long Form Television Drama

##### Set Texts

- *Deutschland 83*



- *Stranger Things*

Revise:

- Narrative structure and complexity
- Genre conventions and hybridity
- Character construction
- Historical and political contexts
- Representation
- Audience appeal and streaming culture
- Production companies and distribution
- Netflix vs traditional broadcasting
- Global audiences
- Comparison between the two set episodes
- Relevant theorists (Neale, Todorov, Hall, Jenkins, Curran & Seaton)

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

- Go back through notes/handouts
- Watch the Mrs Fisher Media Youtube videos (they're GREAT!)
- Complete the practice questions/papers

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

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