

GCSE
MEDIA
STUDIES

(8572)

Blended Learning Booklet 1

Paper 1
Media One

Paper 2
Media Two

LI: To understand how the highest levels can be achieved and to practise examination questions.



Lesson One: Print Media Revision: Magazines (1)

LI: To understand how magazines target specific audiences and communicate meaning.

Connect:

QUIZ:

- Masthead
- Strapline
- Skyline
- Coverlines
- PUG
- Typography
- Colour Palette
- Direct Mode of Address
- Indirect Mode of Address

Activate:

Exam Question:

Analyse the front cover of Games TM to show how its design and layout communicate meaning. [9 marks]

DART Material

Response A:

The front cover of Games TM is shown to have a man of large build as the main signifier whose facial expression seems stern and makes him look incredibly intimidating. The contrast of the black and white with the red makes the red stand out a lot more and therefore emphasize the connotations of blood, anger and fury further. The word choice of 'brutal' again reinforces this idea of violence, intimidation and gives the impression that this isn't for the faint hearted, almost challenging the reader.

The masthead is grey but bold, resembling stone or steel which had connotations of strength and durability to further highlight that this particular product is hardcore and also groups with all the other elements to create the idea of a social construct being there in that they all direct towards the point that this product is for boys and therefore that's what they're expected to be like.

The red stripes on the man make him look like a warrior with war paint on, which make him look dangerous and someone to be afraid of, again showing the violent nature of the product and how it appears to the target.

Demonstrate:

Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer above, then decide how many points you would award it.

Consolidate:

Write your own response to the exam question and forward to JF via class charts.

Lesson Two: Print Media Revision: Magazines (2)

LI: How do magazines communicate meaning?

Connect:

QUIZ:

Write a brief definition of each theory below:-

Barthes Enigma
Barthes Action
Propp
Levi Strauss
Todorov
Gledhill's Star Theory

Activate:

Exam Question:

What does an analysis of the *Reveal* front cover tell us about contemporary social and cultural values? [8 marks]

DART Material

Response B

The front cover of the *Reveal* magazine suggests that our culture is open. It references to 'secret meetings' and uses unflattering paparazzi photos to indicate that people should not have privacy and should instead be open about their private lives. Even the masthead 'Reveal' suggests that it is uncovering their lives and revealing it to the public. In addition, the magazine attempts to create a friendly vibe as if we were friends with the celebrities depicted. By using their informal first names such as "Pete" it is established that we're so close with them that we're on nickname terms. Similarly, "At home with" is concluding that their contemporary social values include invading into someone's home. Their smiling body language helps to suggest that they're friends with the reader.

Demonstrate:

Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer above, then decide how many points you would award it.

Consolidate:

Write your own response to the exam question worth [12 marks] and forward to JF via class charts.

Lesson Three: Advertising & Marketing (1)

LI: How do adverts persuade consumers to purchase products?

Connect:

What was 1950s life like?

Write down five things that you can remember about the social and historical culture of the time.

Activate:

Exam Question:

Explain two ways in which advertisements persuade consumers to buy products. Refer to the OMO advertisement **[6 marks]**

DART Material

Response C

They offer a relationship between product and consumer. OMO uses direct address through "you" and "you'll" additionally colloquialisms like "yes, she's right" both create a persuasive relationship as they are directly targeting their audience to make them feel as if the product is positively telling them to buy and creating excitement around it.

Colour also helps to persuade consumers by using bright bold colours on OMO the consumer is attracted to the brand. Bright lipstick shows how a woman (the stereotypical cleaner) can be just as bright/happy as the woman in the photo. The colours also link to the word "Bright". The non-verbal colour codes subconsciously tell the audience their clothes can be this bright portraying OMO as positive.

Demonstrate:

Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer above, then decide how many points you would award it.

Consolidate:

Write your own response to the exam question worth **[12 marks]** include further techniques and forward to JF via class charts.

Lesson Four: Advertising & Marketing (2)

LI: How do adverts reflect the historical and cultural background of their time?

Connect:

What else can you find out about 1950s life that you did not already know?
Record five more facts.

Find three more 1950s adverts that reflect the culture of the time.

Activate

Exam Question:

How did social and cultural contexts influence the way people understood advertisements in the 1950s? Refer to the OMO advertisement [12 marks]

DART Material

Response D

In the 1950's, it was a common known stereotype in the ideology that women were to stay home and cook, clean and look after children whereas men were to go work and provide for their families. This was reflected in the OMO advertisement because we can see a woman using the OMO washing detergent and she appears to be happy, excited and surprised by the product. This was done to target women because OMO portrays women to be doing the washing at home, so therefore their ideology would of been that the OMO detergent would be a product named at women since it was their job to do cleaning chores due to social and cultural visions.

Moreover, the fact that on the bottom right of the OMO advert, there is a review that states how good the OMO product is and the review is actually from a woman's point of view – which again highlights the common stereotype that cleaning chores are to be done by women, as believed by society in the 1950's.

Demonstrate:

Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer above, then decide how many points you would award it.

Consolidate:

Write your own response to the exam question above and forward to JF via class charts.

Lesson Five: Advertising & Marketing (3)

LI: How do moving adverts use techniques to create a brand?

Connect:

QUIZ:

Write a brief definition of each :-

Binary Opposites

Heroine

Helper

Princess

Equilibrium

Disequilibrium

USP

Activate:

Exam Question:

Analyse the *Galaxy* television advertisement (Close Study Product) to show how the narrative is structured. **[6 marks]**

DART Material

Response E

The character of Audrey Hepburn can be seen as the hero of the narrative on a quest for luxury and comfort. The conflict at the beginning is the chaos of the bus journey. The climax takes place when she gets off the bus and into the posh car with an attractive man. This man driving the car can be seen as the helper as he helps her reach the resolution as she is finally retrieved from the chaotic bus. Finally, the chocolate bar is shown as the princess/prize as it is the reward of her quest. This narrative is structured to represent the chocolate as luxurious and desirable to the audience.

Demonstrate:

Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer above, then decide how many points you would award it.

Consolidate:

Write your own response to the exam question above worth **[20 marks]** and forward to JF via class charts.

Lesson Six: Music Video

LI: How does music video reflect its genre and audience?

Connect:

List five techniques used in the Arctic Monkeys video '*I bet you look good on the dancefloor.*'

List five techniques used in One Direction's video '*History.*'

Write a paragraph about the company behind One Direction and its impact on the industry.

Activate:

Exam Question:

How does a music video help to develop the relationship between a band and its audience? Refer to the Arctic Monkeys' music video *I Bet You Look Good On The Dancefloor* [9 marks]

DART Material

Response F

"I bet you look good on the dancefloor" by the Arctic Monkeys creates a story and personal relationship between the audience and the band. This is because the music video is filmed at a live concert in a small venue. They used raw footage for the music video rather than jump cuts and effects to show the audience who the band really are without a filter. It also shows mistakes within the song like voice breaks so that in terms of the uses of gratifications theories, it creates a personal relationship between them. They try to convey that they are just like any normal person who is not perfect and can make mistakes like everyone else. For inspirers who want to be like the band, it shows that you do not have to be perfect, just be yourself. As well as this, they are dressed casually, which builds trust between the band and their fans because they do not want to come across as people they aren't. It also shows that the band only want the audience to focus on the quality of the music and not the video.

Demonstrate:

Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer above, then decide how many points you would award it.

Consolidate:

Write your own response to the exam question worth [15 marks] and forward to JF via class charts.

Lesson Seven: Social Media Influencers

L1: How is social media used today to gain notoriety?

Connect:

Look at <https://en.wikipedia.org/wiki/Zoella> and write down some key dates, names and facts regarding the growth of the Zoella media brand.

List five of Zoella's social media clips and explain why each has been successful?

Activate:

Exam Question:

Explain how Zoella uses social media to make money. **[6 marks]**

DART Material

Response G

Zoella uses social media to promote her products to her audience so they will purchase them and make her money. Through the use of promoting her YouTube channel on social media, she can post videos and monetise them to make a profit from it per view. On social media apps like YouTube and Instagram she can do product endorsements and promote other products as an advertisement for example, a perfume, to receive a profit from promotion a company's product through her social media.

Demonstrate:

Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer above, then decide how many points you would award it.

Consolidate:

Write your own response to the exam question above as a **[20 mark]** version and forward to JF on class charts.

Lesson Eight: Video Gaming

LI: Is gaming a positive or negative influence in modern society?

Connect:

List three techniques used in each of the following games and decide if these are positive or negative for players:- Lara Croft Go / The Hollywood Game.

Activate:

Exam Question:

'It is very difficult for players to resist the harmful effects of video games.'

How far do you agree with this statement?

In your answer you must refer to:

- the social and cultural context of video games
- Kim Kardashian; Hollywood
- theories of active and passive audience. **[20 marks]**

DART Material

Response H

The game "Kim Kardashian: Hollywood" is a game based on dating, making money and building up a high social platform. Throughout the game play, the player has to complete tasks in order to exceed further in the game. After completing tasks, the player is rewarded with virtual money or coins.

Due to in-app purchases, players are able to buy more money for the game. Because tasks also take time, people continue to spend money on the game in order to speed up task times. This leads to a lot of people overspending in order to continue levelling up in the game and getting further into the storyline. This creates an active audience because they are taking action to get further into the game. Whereas a passive audience would have to wait long periods of time in order to complete tasks.

As well as this, the target audience for the game is young girls ages 14 to 22. The app also appeals to Kim Kardashian fans who use the game for escapism in order to try and connect with their idol. By playing the game, they are able to find out how to live a glamorous life like Kims.

The characters in the game are created with very curvy body types. This leads the audience to believe that they need to look like the girls in the game in order to be as pretty and idolised as Kim. This type of character is also conveyed in "Lara croft go". The character of Lara Croft has an hourglass figure which creates a sex appeals of which appeals to the male target audience of 15-20 year olds. This causes men to believe that all women should look like a character like hers in order to be considered pretty or sexy.

These contributing factors causes girls and young women to feel very negatively pressured into making themselves look like the frankly unrealistic characters from video games.

Response 1

I do agree with this statement, entirely.

In modern day, the rise of video games and technology has been extremely fast and addictive. People may play for a number of reasons such as peer pressure or wanting to fit in. Games such as 'Kim Kardashian: Hollywood' promote things such as impossible body ideals and impossible standards of living to fairly young audiences. Many people don't realise the effects this constant promotion has but it does result in people constantly wishing to change themselves and being unhappy with their living conditions. Consequently, in extremes this can lead to numerous mental health problems.

'Kim Kardashian: Hollywood' portrays Kim herself as a very kind, positive woman and this offers audiences a sense of relationship and friendship with her. This builds up her fanbase and means more and more fans buy her products (an active audience) which could lead to people spending money un-necessarily. Hollywood and the famous lifestyle are shown to be extremely glamorous and fun, when in reality it can be really tough. People playing get unrealistic ideals and hopes for their future, getting upset that they don't have this lifestyle and confusion because it doesn't happen overnight.

There is also a strong sense that you always need to look your best and this can be very harmful to adolescents. It is an un-realistic portrayal of real-life, but audiences continually want to be and live like their idols such as Kim Kardashian.

Once you get involved in the games, it is easy to have your perception of reality altered even unknowingly. Because of the strong sense of friendship games like 'Kim Kardashian: Hollywood' offer people don't want to discontinue playing. Despite the factor that Kim isn't really your friend and she is prioritising greatly from you playing her game and consuming her products, many people get caught up in the hype and identification, provided through games such as this.

Demonstrate:

Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidates' answers, then decide how many points you would award each response.

Consolidate:

Write your own response to the exam question above and forward to JF via class charts.

Lesson Nine: Science Fiction TV Drama (1)

LI: How does Class demonstrate itself as a modern Science Fiction hybrid?

Connect:

Why is Class a Science Fiction? List five or more features that make it of this genre. Why would Class attract a teen audience? List three or more reasons why.

Activate:

Exam Question:

Explain how camerawork, sound and editing make meanings in the extract from *Class, Co-owner of a Lonely Heart*.

[8 marks]

DART Material

Response A

At the start of the extract, the camera zooms into April's face, allowing her to be the focal point of the disequilibrium. Her expression of desperation to get to Ram is emphasized as her facial expressions are made clearer for the audience to see. Moreover, the use of the verbal code, "I can't leave it that way with Ram" aids the clarity of April's need to chase after her significant other.

Also in terms of the other realm, the cross acts between April and the shadow king show the events happening at the same time. This enables the audience to feel a lightening of suspense. In addition to this, the non-diegetic sounds, such as the heart beats aids the audience to achieve visceral pleasure that can be derived from the climactic points of the disequilibrium (when April fights the king for the heart).

The mise-en-scene of the character positioning also play a role in re-iterating the importance of the heart. For example, April and the king are placed in two different worlds however, the cross cuts bring them to a connecting point where the audience can see it occurs at the same time. The camera's high and low angle shots also differ as April and the king fight for possession of the heart.

Demonstrate:

Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer, then decide how many points you would award the response.

Consolidate:

Write your own answer to the exam question above worth **[12 marks]** and forward to JF on class charts.

Lesson Ten: Science Fiction TV Drama (2)

LI: Compare the original Doctor Who (1963) with Class (2010). What is similar and what is different?

Connect:

Create a comparison chart of similarities/ differences between the Doctor Who and Class.

Activate:

Exam Question:

'Science fiction/science fantasy as a genre has changed very little since Doctor Who was first broadcast in 1963.' How far does an analysis of the extract from *Class, Co-owner of a Lonely Heart* show this to be true? Answer with reference to non-verbal codes, characters and storylines. [12 marks]

DART Material

Response B

It is my belief that many may claim that the science fiction genre as a whole, hasn't changed much since the pilot episode of Dr Who in 1963. They may claim that the typical use of characters who don't believe in what the protagonists are saying/dealing with and refuse to believe it as in the case of Susan's teachers in "An Unearthly Child" who, just like April's mother and father in the extract, are scared and confused about the whole situation (as one can tell from their facial expressions). This typical character archetypes of "those who do not believe" hasn't changed since the original episode Dr Who and so, it can be argued, that the genre hasn't changed much either.

On the other hand, many others may argue that the storylines as well as archetypes have changed after all, as it can be seen in the case of the storylines of class – which appears much more violent than Dr. Who "An Unearthly Child". In the extract, the protagonist, April, is seen wielding swords, and even going as far as to intend to harm her own father with them. She, although a girl, can be repeatably seen to be a strong female protagonist, who knows how to and can handle herself. She is seen as the 'hero' of the story, which is an archetype which would have been associated with males at the time of the first episode of Dr. Who "An unearthly child". There, Susan isn't showcased to be much of a fighter, and so many may argue that the genre of science fiction has changed over the years as our society developed.

Lastly, it is my belief that there has been a drastic change in the use of diegetic and non diegetic sounds within the science-fiction genre. It appears obvious that in the case of Class, "Co-owner of a Lonely Heart" there is much more non-diegetic music in the background. It is there constantly, and yet, unlike in the case of the opening credits of Doctor Who, "An Unearthly Child" it isn't tacky and over-the-top. The music style has changes as it is no longer so traditionally "alien-sounding" and more often than not it isn't foreign at all, with classical music dominating the science fiction genre to create atmosphere and act as a non verbal code for suspension and drama.

Demonstrate: Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer, then decide how many points you would award the response.

Consolidate: Write your own answer to the exam question worth [12 marks] and forward to JF on class charts.

Lesson Eleven: Science Fiction TV Drama (3)

LI: How is gender represented differently in 1963 *Doctor Who* and 2010 *Class*?

Connect:

Create a chart of the female and male roles in the shows and explain how each character is presented. Give examples of each characters' actions to exemplify your points.

Activate:

Exam Question:

'Gender representations change as society's values and beliefs change'
To what extent is this shown by a comparison between the first episode of *Doctor Who*, *An Unearthly Child* (1963) and *Class*, *Co-owner of a Lonely Heart* (2016) (Close Study Products)?

[20 marks]

DART Material

Response C

It's easy to agree with this statement when taking into consideration the roles of women in both texts. Barbara Wright, the teacher at Coalhill school in *Doctor Who*, is represented as very submissive and reliant on Ian Chesterton, the science teacher at her school. She confides in him for advice on Susan's strange demeanor as well as following on after him when they're entering the junkyard; women during the 1960s would have been expected to be submissive in such a way, therefore the portrayal of women here is accurate and conventional. Miss Quill in *Class*, on the other hand, appear to have much more independence and character than the female teacher in *Doctor Who*. This is familiar to a 21st century portrayal of women in media, as the reforming perspective generally held by the majority of people in a modern day society is with empowerment and pride. It's more likely that the show would be read oppositionally if the representation of previously marginalised groups was absent, therefore it's easy to recognise gender representation as having changed in terms of media portrayal as a consequence of evolved societal values.

On the other hand, it could be argued that Susan in *Doctor Who* challenged the patriarchal ideology prevalent throughout the mid-20th century. Her intellect and desire for education is evident throughout the text and she questions her authorities which was uncommon during such a male-dominated era. It would appear to the second-wave feminist sector of their audience and a text so revolutionary that continues to be unconventional today could arguably be the reason why such a positive and evolved representation of women has been maintained in today's media. This is evident in *Class* through April, who's represented as an independent young lady who refuses to conform to the restrictions of her gender. She stands up for what she deems right an admirable quality to impressionable teenage audience that *Class* is aiming to grasp the attention of.

Overall considering the evaluation of how gender is represented in the media, it's easy to argue this representation is influenced by social values.

Response D

Class "Co-owner of a Lonely Heart" makes a brilliant job at showcasing a strong and independent female protagonist in the character of April who, although smart and relatively feminine has the strength within herself to act as the 'hero' of the story (an archetype usually associated with men) and fight many (evil) male figures in her life – from her abusive father to the evil alien leader Corakinus. This protagonist shows that females are equally as strong as males and don't always conform to the stereotypes of being girly.

This is quite the contrast in comparison to the character of Susan in Doctor Who, "An Unearthly Child" who is seen to act as almost a sidekick to the Dr, William Hartnell, as, in the end, she appears to follow his orders. Susan appears to be the stereotypical teenage girl who can't think for herself and is quite bland in terms of character (as well as extremely passive), which could be the expectation many viewers would have of a teenage girl back in 1963. However, as the time went by, society learned its lesson – as can be showcased in the later episodes of Doctor Who.

Similarly, the motherly figures of the two shows reflect this change in society too. In 'Class', "Co owner of a Lonely Heart" April's mum is described to be extremely protective and loving of her daughter whilst also appearing to be very fierce in hurting those who will hurt April – despite her disability. Here, the lonely mother displays clear aggression and steadfast attitude despite being a woman and despite being in a wheelchair – which demonstrates that she is not easy to be put off and shouldn't be underestimated – which is quite different to the general stereotype of a mother being in need of her husband, as she easily rejects her ex husband's advances.

On the contrary, the motherly figure of Doctor Who, "An Unearthly Child" could be argued to be Susan's teacher, who is almost always accompanied by her male counterpart Ian. She even, when stalking Susan with Ian, makes a deliberate attempt at leaving and not stalking Susan – which shows she is easily frightened and discourages and, unlike April's mum, backs down easily without a fight – always in need of Ian to push her into investigating and comfort her at the same time; clearly in need of a man to be there for her.

Demonstrate: Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer, then decide how many points you would award the response.

Consolidate: Write your own answer to the exam question above worth [20 marks] and forward to JF on class charts.

Lesson Twelve: Newspapers (1)

LI: How do Newspapers reflect political bias and attract their readership demographic?

Connect:

The Sun
The Daily Mail
The Daily Mirror
The Guardian
The Telegraph
The Times

Which papers are broadsheet and which are tabloid?
What is the political bias of each?

Activate:

Exam Question:

'The presentation of a newspaper's front page is designed to appeal to its target audience.' How far is this true of *The Times* and the *Daily Mirror*?
Refer to layout, use of images, typography and use of language.
[20 marks]

DART Material

Response E

This statement could be argued as true as the Daily Mirror's front page consists of a larger ratio of images to text as an image of the horse race takes up nearly over half of the front page which appeals to its target audience of working class people at a C1, C2 on the economical scale from ages 18 and over as these are the people who are looking for an easy read with not too many words. Also, big bold typography is used on the strapline that said "Fraud Cops Grill Tory MP" which would definitely engage its target audience as the large lettering would catch their eye and draw their attention while the language used that looked down on conservatives would appeal to them as the people who read the Daily Mirror would be left wing supporters so anything that made the conservative party look bad would be entertaining to read for them and that also created relatability and personal identity. On top of that, the pug of the two free tickets being given away would attract them as their working class audience don't earn much and something free would be an amazing opportunity for them.

The Times also supports this statement as their front page of one of their editions had a smaller, central image of Angelina Jolie portrayed as very smart and clever with lots of writing around it in smaller text which would appeal to their target audience of middle class people around an A, B or C1 on the economic scale, at ages around 35 and over who will happily read lots of words which also connotes that they're well educated. One strapline that was used to go along with Angelina Jolie's image was 'Angelina Jolie, a visiting professor at the London School of Economics' and their target audience would read that story as it creates human interest for them due to the fact that it talks about a prestigious economics school which they would all be familiar with.

Response F

The Times and the Daily Mirror both present itself in different ways to obtain appeal to their target audience, being different in all sorts of ways.

The Times is a broadsheet newspaper, which means that the ratio of words is much larger to that of images in the paper. This connotes a more higher-educated target audience, as they would be more likely to be well-read. There are advertisements depicting travels to the "Gold Coast" and "classical art" – these could possibly indicate a more wealthy audience - linking to Young-Rubicam, succeeders and the resigned. The classical art also links to the ideology of the newspaper as mid-right, as they might be more inclined to traditional views. They show that they are not fully right by discussing the welcoming of "women" at the "muirfield golf course" as a positive thing, but yet have a slight disagreement not wanting "an artificial presence" which equally connects them to the right. The font is in serif to connote their formality and tradition.

On the other hand, the Daily Mirror is a red-top tabloid which is left-wing in ideology. There are lots of images compared to text, which connote a high-school educated, blue-collar working class educated audience who would like to read less. The newspaper presents articles with light-hearted headers such as "mog lights" and the "9-year old conductor" – puns such as the mog lights are likely to act as entertainment and subversion for aspirers and strugglers. Phrases such as "prey and display" also use rhyme in order to get the attention and sympathy of a lower-class audience – prey connoting the victimising within innocent individuals mirroring possible scenarios that the audience can relate to. The puff/pug with the "free £5 betting" on horse racing further connotes a preferred audience of lower working class British people as they would be more susceptible to bargains on goods.

Demonstrate: Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer, then decide how many points you would award the response.

Consolidate: Write your own answer to the exam question above worth **[20 marks]** and forward to JF on class charts.

Lesson Thirteen: Newspapers (2)

LI: How do Newspapers reflect the organisations behind them?

Connect:

Who owns The Times and The Daily Mirror?

What do you know about the companies behind each paper?

Activate:

Exam Question:

'Media products such as newspapers have always been strongly influenced by the ownership and control of the organisations that produce them.'

How far do you agree with this statement?

Answer with reference to *The Times* and the *Daily Mirror*

In this question you will be rewarded for drawing together knowledge and understanding from across your full course of study, including different areas of the theoretical framework and media contexts.

[20 marks]

DART Material

Response G

I agree with the statement. The Times has a Conservative ownership. This is reflected in the Muirfield golf club story. They write that the golf club 'allow women to play'. The verb allow shows they do not completely agree with the decision. This highlights their conservative views and bias as conservatives promote traditional gender roles. This contrasts The Daily Mirror (which have Labour ownership) who write 'Finally allowed to play'. 'Finally' shows they support the decision which shows their left wing views as they believe in collectivism and equality. In both CSPs, the language used is biased due to the newspaper's political views. This represents how newspapers are influenced when covering a news story, due to their political views.

In The Times CSP there is a story about a murder. They write 'Transgender fell runner murderer' and place significance on the murderer being transgender. This is done to negatively portray the LGBT community, due to their right wing views. Their political views have influenced the way in which they have written the story. This is similar to the Daily Mirror CSP as they describe ticket wardens as 'pressing on elderly' in an attempt to demoralise them, due to the Daily Mirror having left wing views and believing in a collectivism and looking after the elderly. In both CSPs the language used is biased due to the newspaper's political views. This represents how newspapers are influenced when covering a news story, due to their political views.

Response H

I strongly agree with the statement as in the Times they have a story on golf and how they have started to "allow" women to take part and the word "allow" reflects how the newspaper follows capitalist views and has old values as they still feel men are more superior to women. The article is very sexist and this is like traditionally how it used to be but they are influenced to keep and present these values.

In the Daily Mirror they have a murrifield article where they talk about how traffic wardens target the elderly but its not true as they don't know which one belongs to an elderly person and this is the hyperdermic needle theory where a media product injects certain views or ideas into its audience.

In the Daily Mirror they also used to have a page where they had topless women as the organisation thought that's what people, this target audience would want as it attracts the male gaze but it caused controversy and they stopped it and this shows that though their organisation had control they did not have complete control as they got rid of it because of the publics demands.

The Daily Mirror supports the labour political party and they show this through their red top and also the murrifield story where they fight for equal rights and this is another way their organisation controls the paper. Also their advertisements for offers and free things show they support working rights.

Demonstrate: Use the mark scheme in your *Exam Responses Booklet* to help you underline the key points made in the candidate's answer, then decide how many points you would award the response.

Consolidate: Write your own answer to the exam question above worth **[12 marks]** and forward to JF on class charts.

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GOD OF WAR

WE GET THE BRUTAL TRUTH ABOUT KRATOS' TRIUMPHANT RETURN

HIGHLIGHTS

RED DEAD REDEMPTION II • DEAD STATIC DRIVE • KINGDOM HEARTS III
INSURGENT'S SANDSTORM • THE SURGE 2 • GREENFALL • CALL OF CITHULHU
A PLAGUE TALE: INNOCENCE • BIONICANT • H2P: AUTO ROYALE • METAL GEAR SURVIVE
KINGDOM COME: DELIVERANCE • CELESTE • WHERE THE WATER TASTES LIKE WINE



99p

EXCLUSIVE INTERVIEW

LAUREN MY TRUE STORY

It was instant attraction when I met Joey in jail

We're in love. It's the strongest relationship I've ever had

We haven't had sex... yet

I am NOT a stalker!

CHERYL Becomes a very posh mum

DETAILS INSIDE

EXCLUSIVE One simple trick for your best skin (ever!)

BLOOMING BABY BUMPS

At home with Mark & Michelle

KATIE PLOTS!

SECRET MEETINGS

WITH PETE

STUFF THE DIET!

Swapping cardio for carbs!

Kelly Brook

(Jay-J)

Scarlett

Magazine Terminology

Masthead	The text at the top of a newspaper, magazine or website article indicating the nature of the content included within it. Usually written in a much larger type size than that used within the main article, and often using a different font in order to attract attention and emphasise importance.
Main Image	Usually linked with the main feature. This is used to attract the audience's attention by using words such as 'EXCLUSIVE' and 'FREE'.
Headline	The title of a newspaper or magazine as it appears across the first page, front cover, or title page.
Buzz words	Offers something else to the magazine such as a free give away.
Representation	Dominates the front cover, it is usually a medium close up or close up. This image sometimes covers the masthead but is always in direct address to the reader.
Mise-en-scène	'Everything you see in the frame'... This is linked to mood and genre and can give an audience visual clues about the image or film. For example, including a Christmas tree in a shot would tell an audience roughly when in the year a scene was taking place; including a space-ship would tell an audience they were probably watching a science fiction film or programme.
Coverlines	Short statements found on the cover of the magazine that allude to or describe the articles inside. Their purpose is to entice the reader into picking up and/or buying the magazine.
Puff	The way in which the media 're-presents' the world around us in the form of signs and codes for audiences to read.

Fancy a challenge? Try and use these in your analytical work...

Left-side third	A lot of important information designed to attract potential readers is placed in the left- hand side vertical third of the front cover page. This is in case the magazine is displayed in a horizontal shelving system rather than a vertical one.
Market Penetration	This refers to the % of potential readers who actually buy the publication. GQ would be looking at all males in the UK between the ages of 18-30.
Prominence / Celebrity endorsement	Involves using a personality (celebrity) or event that the target audience collectively recognises.
Plug	Information about the contents of a magazine or newspaper given on the front cover.

Tatler (figures from 2018)	Reveal (figures from 2017)
Circulation 78,090	Circulation 95,018
Readership 158,000	Readership 285,000
Average household income £261,572	Female 95%
Female 73%	ABC1 50%
ABC1 77%	C2DE 50%
AB 51%	Aged 15-34 60%
Average age 45	Greater London 16%
London/SE 60%	
96% own designer fashion 97% are 'luxury travelers', with an average of eight UK and seven foreign trips each year.	
Upper-class and upper-middle-class women, interested in designer fashion and travel.	Working-class and middle-class women, interested in high street

Product:
Advertising and Marketing - OMO Print advert from *Woman's Own* magazine, 5 May 1955

WHITENESS ALONE WON'T DO!

OMO makes whites Bright!

"This'll shake you, Mother! Every thing all washing powder's been the same? You can't say about my whites after year by year OMO-brightness. Whites washed with OMO are more like them and better. They're bright. Absolutely bright! It's the OMO-brightness. The OMO-brightness. It's the OMO-brightness to whiteness. And you'll be an OMO fan too!"

OMO adds Brightness to whiteness

AIDA AIDA	Advert	Over time
Attention	The advert must attract the attention of the audience	The audience becomes aware of the product or service (by seeing adverts)
Interest	It must contain information that will engage the audience's interest	The audience becomes aware of how the product or service benefits them, or fits into their lifestyle
Desire	This information must make the audience want the product or service	The audience starts to think positively about the product or service
Action	The advert must tell the audience how to act to get the product or service	The audience decides to engage with the product or service

Local, multi-field men let
women join their golf club

By Bill
Brown

PARKING PREY & DISPLAY



By Wanda Coleley for the
Daily News-Journal
By Wanda Coleley for the
Daily News-Journal

FIRMS TARGET ELDERLY

& DISPLAY



By Wanda Coleley for the
Daily News-Journal



By Wanda Coleley for the
Daily News-Journal

Advertisement for an internet
provider was in this space.

has leading...
By Wanda Coleley for the
Daily News-Journal

By Wanda Coleley for the
Daily News-Journal

Language

Write the definition of the following key language for newspaper front pages:

Masthead: A small section at the top of the first few pages of the newspaper that contains the names of all writers, editors and owners of the newspaper.

Incentive: An image or headline that references an article within the newspaper.

Pug: A promotional image or shape that is used to attract the attention of readers.

Splash Head: The main article or news story of the paper, usually takes over a majority of the front page.

Slogan: A phrase or saying, usually found by the logo, that tells you the ideals of the newspaper. **Dateline:** A small line at the top of the Newspaper that tells you the date it was published.

Kicker: A small title that references an article in the newspaper.

Byline: Written at the top of an article, it tells you who wrote the article. **Standfirst:** The introductory or first paragraph of an article, mostly written in bold.

How much does a copy of the Daily Mirror cost?

On weekdays the newspaper costs 75p and the weekend edition costs £1.10. A full week subscription to the newspaper costs £8.99 monthly, which averages to about 30p per newspaper with a subscription.

What is the main story on the CSP edition of the Daily Mirror?

A group of around 24 Conservative Party MPs were being questioned by police around a possible election fraud. The title of the article was "FRAUD COPS GRILL TORY MP."

What promotion takes up a large amount of the front page and why might it appeal to Mirror readers?

A majority of the front cover is taken up by a promotional image for a William Hill betting opportunity on horse races that were going on at the time. The image includes a free £5,000 bet with the newspaper. This would appeal to Mirror readers as a majority of their audience are C1C2DE class and are mostly Strugglers meaning free promotions and cheaper items are more readily available to their audience, and activities such as betting are common pastimes for people of the Strugglers psychographic.

What is the balance on the Daily Mirror front page between images, headlines and text?

The ratio between image and copy is mainly in favour of images, with little body text and larger headlines and pictures.

Audience

What is the target audience for the Daily Mirror?

The target audience of the Daily Mirror is people from the C1, C2, D and E classes with a focus on people of an older demographic. The majority of readers are Strugglers, Mainstreamers and people who are retired.

Why does the Mirror front page story appeal to the Daily Mirror audience?

The front page story is less supportive of the Conservative party, a right-wing party, and is more in favour of left-wing parties like Labour so lower class audiences can more closely relate to the Newspaper as a majority of Strugglers are of Left-Wing beliefs.

Why might the 'Prey and Display' parking story on the double page spread be interesting for Daily Mirror readers?

The story about 'Car Park Vultures' is appealing to the Daily Mirror's audience as typically they are more likely to have faced car tickets that they aren't able to pay off since Strugglers have less disposable income. Also, the article includes tips and help their audience making it much more approachable for their audience, as it shows them that the Mirror is trying to help them.

4 Why might a reader enjoy the Daily Mirror? Use Blumler & Katz Uses and Gratifications theory to add detail to your answer.

A reader may enjoy the Daily Mirror as it offers them Surveillance, through information about the country, seeing as it is a Newspaper. It also offers their audience Diversions as it has free offers and a large promotion for betting. Since The Daily Mirror is a Tabloid, it's also possible that their audience will find Personal Identity with the articles within the newspaper, like Prey and Display article.

Why are print newspapers generally read by older audiences?

Print Newspapers are mainly read by older audiences as younger generations consume media differently to older generations. Nowadays, most information we learn is through the internet and online, but older audiences are still used to the traditional method of receiving news, like print newspapers.

Representation

How does the Daily Mirror represent the Conservative Party and its MPs? Look at the main front page story.

The Daily Mirror has an adverse representation of the Conservative Party, usually mocking them; instead, it is more in favour of the left-wing parties like Labour. This is because a majority of their audience is leftist.

How does the Daily Mirror represent the golf club that is now admitting female members? Read the story 'At last, Muirfield men let women join golf club'.

The Daily Mirror is exceptionally supportive of women in the article, almost mocking the club for not allowing women in for so long. They show their audience that they are against companies being biased and selective, and are in support of equality.

How does the Daily Mirror represent ordinary people? Look at the Prey and Display article to answer this question.

The Daily Mirror represents ordinary people as victims to the more powerful, money driven people. They offer help and support to the ordinary people,

making them seem wronged and making their article approachable for their audience as these were struggles that would've likely gone through. How does the Daily Mirror represent older people? Look at the Prey and Display article to answer this question.

The Daily Mirror represents older people in a positive light, portraying them as innocent victims to the ticket officers, possibly to help their older audience relate more to their articles.

How does the Daily Mirror represent businesses and people who make a lot of money? Look at the stories on the double page spread to answer this question.

The Daily Mirror represents large corporations as being greedy and against the public's interest. They make the general public seem like they have been wronged and that these corporations don't care about them. They offer tips and tricks to avoid the big business fines and are on the side of the public.

Industries

What company owns the Daily Mirror?

The Daily Mirror is owned by a company called Reach plc, which is owned by Simon Fox.

What is the Daily Mirror's circulation in 2019? How many papers did the Daily Mirror use to sell back in the 1990s?

In the 1990s the Daily Mirror circulated about 3 million newspapers daily, but this number has dwindled down to merely half a million in recent years.) How has the Daily Mirror reacted to the decline in print sales and the growth of the internet?

They have begun to focus more on online news, offering their articles for free, however, they do request donations and sponsorship from their readers. They have also recently increased their prices for print newspapers slightly. They also created a social media strategy which helps boost their popularity and advertising income

What does IPSO stand for and what is IPSO's job?

IPSO is the Independent Press Standards Organisation, they monitor and regulate the content of newspapers like the daily mirror.) Why do some people want stronger regulation of British newspapers?

In recent years there has been a lot of prejudice and bias in newspapers, leading many to believe the standards of regulation should be re-examined.

Additionally, with the internet, it is difficult to regulate many news outlets online, making way for fake or false news. Since many people believe most of what they read online, this is a massive issue.



Language

What are the main stories on the front cover of the Times CSP edition (15 March 2017)?

A political story about Scotland rejecting independence in a new poll and a story about Google, concerning a video on YouTube which they refuse to take down, despite it containing anti-semitic content.

What are the main stories on the inside page of the Times CSP edition (15 March 2017)?

The inside pages of the Times include stories on the Muirfield Golf Club now allowing female members, the changing of the chief executives for Channel 4, and a story on a stabbing that involved a transgender woman and an official.

What is the balance on the Times front page between images, headlines and text?

Unlike the Daily Mirror, the ratio of images to copy on the Times is much more in favour of the copy instead of images or headlines.

How do we know that the Times is aimed at a wealthy, educated, middle-class audience?

The Times focuses on much more political stories and has a focus on prominent figures in politics, such as Angelina Jolie. Additionally, the Times uses a serif font for its headlines, which suggests elegance and displays that the demographic it is targeted at is educated.

What does a close analysis of the news stories in the Times CSP edition suggest about the Times political beliefs?

The Times is seemingly more right-wing or conservative, with its stories focused more on the male side, and against transgender communities, generally, their stories are covered with a more traditional view, which emphasises their right-wing beliefs.

Audience:

What is the target audience for the Times?

The Times is targeted at older audiences, with over half of their audience being over the age of 55. Additionally, a majority of their audience is of ABC1 class, with a large percentage of that being mainly A and B class. Their audience will likely be of the Succeeder or Retired psychographics.

Why do the Times front page stories/features appeal to the Times audience?

They include stories on politics and on large corporations, which are stories that people of the Succeeder psychographic, and older generations, enjoy reading, as the information is likely relevant to their daily lives.

Why might the Muirfield golf story be of interest to Times readers?

The Muirfield golf story may be relevant because a slightly more significant percentage of the readers of the Times are male ~60% and they are of higher class background, making them more likely to enjoy free sports like golf than readers of the Daily Mirror.

Why might a reader enjoy the Times? Use Blumler & Katz Uses and Gratifications theory to add detail to your answer.

A reader may enjoy the Times because, seeing as it is a newspaper, it offers their audience the gratification of Surveillance. Additionally, the Times also provides the gratification of diversion, as it includes a story on travelling and cultural hotspots. Though an argument can be made that the newspaper offers personal relation to the audience, a majority of the stories are focused on large businesses and politics, making it less likely that consumers read the Times for Personal Relation, and emphasises their reasoning to be for surveillance on the world around them.

5) Times readers are mostly over 55 years old. Why is this?

Younger generations consume media much more differently than older generations did, with the new age of digital media, the need for paper news has greatly diminished, causing the only audiences that consume the newspapers traditionally being of the older demographic. Additionally, younger generations can find their news from many more outlets than was previously possible, and with the rise of citizen journalists, large, biased newspaper companies like the Times are becoming obsolete.

Representation

- 1) What representation of Great Britain can be found on the front page of the Times? Great Britain is represented as a beautiful country filled with "cultural hotspots", and is also displayed as a place of great pride and importance, as the main story focuses on the fact that Scotland no longer wishes to leave the UK.
- 2) How does the Times represent the gender in the Muirfield golf feature? In the Muirfield golf feature, the Times represents gender as more in favour of the male gender, with descriptions such as "gentlemen-only clubs" used as though addressing them formally. They are much more forgiving to the men for not including women into the club than the Daily Mirror was on the same story.
- 3) How does the Times represent big companies like Google or Channel 4? The Times represents big companies such as Google as extremely powerful and important, with both the cover and inside including lengthy articles on them, in which they refer to the companies with an extremely formal tone.
- 4) How does the Times present the story of the transgender runner jailed for stabbing an official? What does this suggest about the Times's attitude towards LGBT issues? The Times covers this story in a way that seemingly villainises Lauren, by emphasising the degree to which she injured the official. Additionally, the article repetitively includes the detail that Lauren is transgender, which isn't an extremely significant detail, but through the bluntness of the heading and her descriptions, the newspaper seemingly targets all of the transgender community as "dangerous".
- 5) What clues can you find in the CSP pages that suggest that Times readers are more likely to support the Conservative Party? The newspaper is extremely slow to adapt to change, with the Muirfield story being a great example of their apprehensions, as in the middle of the story the article includes more facts on male-only clubs. This extremely traditional out view is a common trait associated with the right-wing parties, especially the Conservative party. Additionally, the focus on large corporations like Channel 4 further establishes their conservative position, which is for large companies and not against them like the left-wing parties believe.

Industries

- 1) Who owns the Times?
The Times is owned by a conglomerate called News Corporation, in particular by a subsidiary called News UK. A majority of News Corporation is owned by Rupert Murdoch.
- 2) What is The Times's circulation in 2018? How many papers did the Times use to sell back in the 1990s?
In the 1990s the Times circulated averagely over 800,000 papers, however, this number has almost halved in recent years coming down to just over 400,000.
- 3) How has the Times reacted to the decline in print sales and the growth of the internet?
The Times employed a social media marketing strategy to regain traction for their news, as well as creating an online newspaper for consumers to read, should they sign up to the subscription service to read articles. If they don't have a subscription service, the Times uses a paywall to ensure that readers must pay to read multiple articles.
- 4) Using Galtung and Ruge's News Values theory, choose three factors that make a news story more likely to be placed on the front page of the newspaper. The three most significant factors that would likely create a front cover, headline story is a story that has: Immediacy, it should've happened recently to ensure it is relevant; Negativity, it should be dangerous and frightening to draw in more readers; Amplitude, it should be a significant, shocking event.
- 5) Why have newspapers seen such a steep decline in sales over the last 20 years?
Newspapers have seen a considerable decline in recent years due to the latest developments in technology, and the impact this has had on how the majority of people consume media. With a majority of people now consuming their news and information digitally, globally, the relevancy of print newspapers has declined, instead, creating space for more independent and niche groups of journalists, mainly citizen journalists, to produce and advertise their own stories. This means that with a broader range of options, and a lesser demand to consume newspaper through physical papers, the press has begun to see a decline in the readership.

Media Theories

Psychographics

MAINTREAMERS

Seek security. Tend to be domestic, conformist, conventional, sentimental - favour value for money family brands. The largest group.

ASPIRERS

Seek status. Materialistic, acquisitive, orientated to image and appearance, persona and fashion. Typically younger people.

SUCCEEDERS

Seek control. Strong goals, confidence, work ethic and organisation. Typically higher management and professionals.

RESIGNED

Seek survival. Rigid and authoritarian values. Interested in past and tradition. Typically older people.

EXPLORERS

Seek discovery. Energy, individualism and experience. Values difference and adventure. Typically a younger demographic (students).

STRUGGLERS

Seek escape. Alienated and disorganised. Few resources beyond physical skills. Buys alcohol, junk food, lottery tickets. Typically lower demographics.

REFORMERS

Seek enlightenment. Freedom of restrictions and personal growth. Social awareness and independent judgement. Anti-materialistic but aware of good taste.

What is the Uses & Gratifications Theory?

This theory suggests that media audiences play an active role in interpreting and integrating media into their own lives. The theory approaches why people actively seek out specific media forms to fulfil their needs. There are four different activities audiences are assumed to participate in:

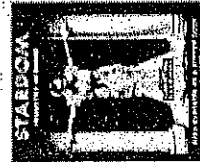
- 1) **Diversion** - *Escape from everyday problems, an emotional release.*
- 2) **Personal Relationships** - *Substitution of media for companionship.*
- 3) **Personal Identity or Individual Psychology** - *Self understanding.*
- 4) **Surveillance** - *Using media to find out what is around us.*

HOLLYWOOD

Christine Gledhill

Christine Gledhill is a film theorist who was fundamental in the development of 'Star Theory'

Her study claims 'stars' can be defined by four key points:



- Stars as Capital Value
- Stars as Constructs
- Stars as Deviant
- Stars as Cultural Value

Stardom:
Industry of
Desire
Prof.
Christine
Gledhill

The Hypodermic Needle Theory - Passive Recipients

This theory suggests that the media 'injects' ideas and views directly into the brains of the audience like a hypodermic needle, therefore controlling the way that people think and behave. The audiences passively receive the information transmitted via a media text, without any attempt on their part to process or challenge the data - we are therefore vulnerable from consuming media texts and easily manipulated by producers. We accept dominant ideologies as the norm.

Audience Reception Theory - Pluralist model- ACTIVE Recipients

This suggests that the media is diverse, with a wide range of available choices for consumers and that the audience have an active role to play in the understanding of and creation of meaning within a media text.



Media Theories

The eight character types in Propp

- The villain
- The hero – he/she seeks something, motivated by an initial 'lack'
- The donor – provides an object with magical property
- The helper who aids the hero
- The princess – the reward for the hero
- Her father – who rewards the hero
- The dispatcher- who sends the hero on his way
- The false hero

LEVI-STRAUSS

He investigated how stories unconsciously reflect the values, beliefs and myths of a culture. We make sense of the world, people and events by seeing and using binary opposites everywhere. All narratives are organised around the conflict between such binary opposites.

Examples of binary opposites:

Good vs Evil

Black vs White

Boy vs Girl

Barthes' Codes

- Action – a narrative device by which a resolution is produced through action, e.g. a shoot-out.
- Enigma – a narrative device that teases the audience by presenting a puzzle or riddle to be solved. Works to delay the story's ending pleausrably.
- Symbolic – (connotation)
- Semic – (denotation)
- Cultural – a narrative device which the audience can recognise as being part of a culture e.g. a 'made man' in a gangster film is part of the mafia culture.

Todorov's Narrative Theory



1. Equilibrium
2. Disruption of equilibrium
3. Recognition of this disruption
4. An attempt to repair the equilibrium is made
5. Equilibrium is restored OR a new equilibrium is established

insight social value groups (uk)

The Insight Value Group Ltd carried out a vast study of UK social values and change, and upon its findings established this social value scale. It draws heavily from Maslow's Hierarchy of Needs. This is the Insight Value Group scale, which claims to be an accurate representation of the groups that exist in the UK today.

social value group	characteristics
self actualizers	focused on people and relationships, individualistic and creative, enthusiastically exploring change, in a framework of non-prescriptive consideration for others
innovators	self-confident risk-takers; seeking new and different things; setting their own targets to achieve
esteem seekers	acquisitive and materialistic; aspiring to what they see are symbols of success; including things and experiences
strivers	attach importance to image and status, as a means of enabling acceptance by their peer group, at the same time holding onto traditional values
contented conformers	wanting to be 'normal', so follow the herd, accepting of their circumstances; they are contented and comfortable in the security of their own making
traditionalists	averse to risk, guided by traditional behaviours and values; quiet and reserved; hanging back and blending in with the crowd
disconnected	detached and resentful; entertained and apathetic; tending to live in the 'ever-present now'

AUDIENCE PLEASURES

Visual Pleasures - The appreciation of experiencing something beautiful or a pleasure of listening to music perfectly matched to visual images in a film or video

Cerebral Pleasures - The intellectual satisfaction that may come, for example from solving the problems set by a video game or following a perfectly constructed narrative.

Visceral Pleasures - These are of the body more than mind; the sort of thing that makes the hairs on the back of your neck stand up or makes you want to punch the air.

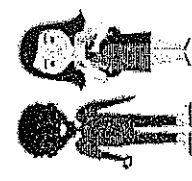
Representations of revenge, triumph, horror, 'come-uppance', violence or sexual provide visceral pleasure.

Voyeuristic Pleasures - The satisfaction drawn from spying, prying or knowing something unknown to others. Audiences are often positioned as voyeurs as, for example, when we discover intimate secrets of a character in a drama.

Vicarious Pleasure - The pleasure enjoyed at second hand through the experiences of others. In sport, we can identify with the setbacks and triumphs of competitors. As above, dramas often position the audience to share the experiences and feelings of a character.

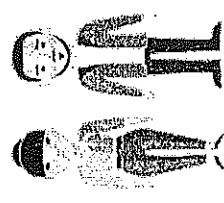
Catharsis - This is the idea that our own pent up emotions can be relieved by experiences like witnessing drama or music. Crying at the romantic comedy or enjoying the violent destruction of a villain would be cathartic.

GENERATION Z
1997-2015



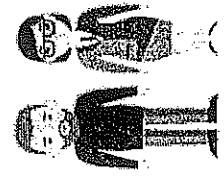
AKA: iGeneration (iGen)
Post-Millennials
Homeland Generation

MILLENNIALS
1980-1995



AKA: Generation Y
Echo Boomers
Sooner Generation

GENERATION X



AKA: Latch-key kids
MTV Generation
13th Generation

A	Upper Middle Class	Higher managerial, administrative or professional job employment
B	Middle Class	Intermediate managerial, administrative or professional job employment
C1	Lower Middle Class	Supervisory or clerical and junior managerial, administrative or professional job employment
C2	Skilled Working Class	Skilled manual workers.
D	Working Class	Unskilled manual workers.
E	Casual / Lowest Grade Workers	Pensioners and others who depended on the welfare state for their income.

ZOOM IN...

MY LEARNING JOURNEY:

Subject: Media Studies

Year: 11

Unit: Revision Autumn Term

AIMS

To re-introduce students to exemplar examination answers and provide them with the opportunity to practise their own responses.

DEVELOPING CONFIDENCE

To gain confidence in my ability to

answer exam questions on:

- An Unseen Magazine
- Reveal / Tatler
- Omo
- Galaxy
- Music Video
- Social Influencers
- The Gaming World
- TV Science Fiction Drama
- Newspapers

WHAT WE KNOW/

REMEMBER

-
-
-
-
-

PREVIOUS LEARNING

Course Completion

Newspaper unit needs more in depth work.

RECOMMENDED READING

- AQA Media Studies Textbook.
- Unit Booklets in your folders.
- GCSE.AQA Support Materials.

UP NEXT

NEA Coursework will run along side this unit.

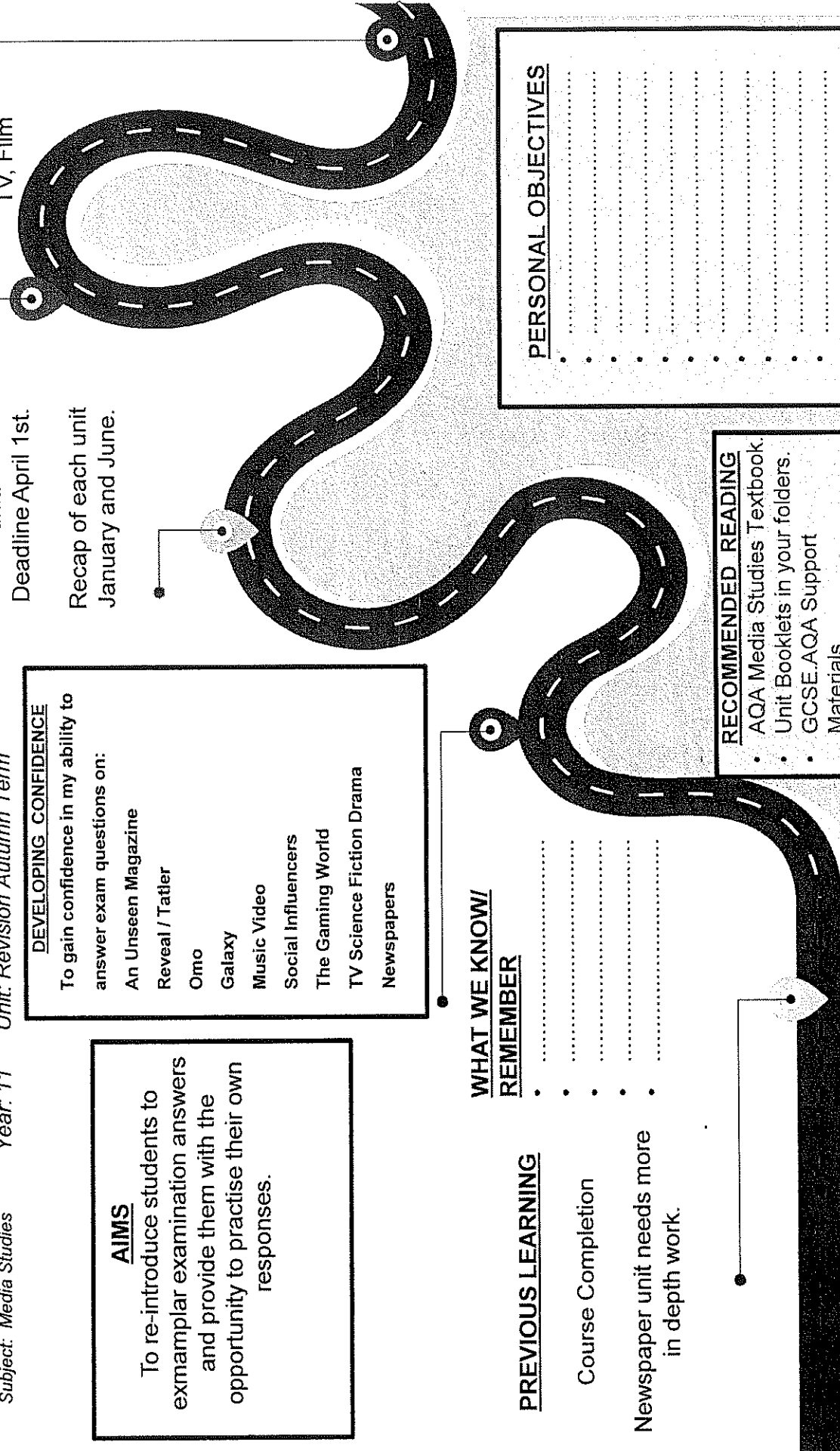
Deadline April 1st.

Recap of each unit January and June.

CAREERS
Marketing
Communications
Journalism
Software/Web Design
Digital Editing
TV, Film

PERSONAL OBJECTIVES

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Big Picture – Year Overview

AQA GCSE MEDIA STUDIES – Year 11

