

GCSE Media Set Products

Exam Paper 1

Section A

Magazine front covers	<i>Pride</i> (November 2015) <i>GQ</i> (July 2016)
Film posters	<i>The Man with the Golden Gun</i> (1974) <i>Spectre</i> (2015)
Newspaper front pages	<i>The Guardian</i> (4 September 2015) <i>The Sun</i> (18 December 2013)
Print advertisements	<i>Quality Street</i> (1956) <i>This Girl Can</i> (2015)

Section B

Newspapers	<i>The Sun</i> (https://www.thesun.co.uk)
Radio	<i>The Archers</i> (http://www.bbc.co.uk/programmes/b006qpgr)
Film	<i>Spectre</i> , 12 (2015) (http://www.007.com/spectre)
Video games	<i>Pokémon Go</i> (2016) (http://www.pokemon.com/uk)

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Exam Paper 2

Section A

***The IT Crowd*, 12 Season 4, Episode 2: *The Final Countdown* (2010)**

Plus a ten minute extract from:

***Friends*, Season 1 , Episode 1 (1994), 12**

Section B

Contemporary music videos

Two music videos from the following options will be studied:

Either **Katy Perry, *Roar* (2013)**
or Taylor Swift, *Bad Blood* (2014)

AND

Either **Pharrell Williams, *Freedom* (2015)**
or Bruno Mars, *Uptown Funk* (2014)

Music videos from the 1980s and early 1990s

One of the following music videos will be studied:

Either **Duran Duran, *Rio* (1982)**
or **Michael Jackson, *Black or White* (1991)**

Online media

Learners must study the corresponding websites for both of the chosen contemporary music videos and artists above.

Websites

katyperry.com
pharrellwilliams.com

Social and participatory media

The role of social and participatory media in relation to an artist's website will be studied. Reference should be made at least to **Facebook** and **Twitter** although other social and participatory media (such as *Instagram*, *Pinterest* and *YouTube*) may be considered.

The Four Key Elements of Media Studies

- **Media Language:** The way the media communicate meanings through forms, codes and conventions.
- **Representation:** The way the media portray events, issues, individuals and social groups.
- **Media Industries:** How the media industries' processes of production, distribution and circulation affect media forms and platforms.
- **Audiences:** How media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

Look at how those four elements are present through the following media forms:

- Advertising and marketing
- Film
- Magazines
- Music video and online, social and participatory media studied through a single music topic
- Newspapers
- Radio
- Television
- Video games

Consider a number of contexts:

Historical Context

- How the product reflects the time in which it was made through its use of media language, genre conventions, representations, themes, values, messages and viewpoints.
- How the product reflects the time it was made through aspects of its production, distribution, marketing, regulation, circulation and audience consumption.

Social and Cultural Context

- How the product reflects the society and culture in which it was made through its representations, themes, values, messages and viewpoints
- How the product is shaped or informed by particular cultural influences, such as genres, styles, technologies and the work of other media producers
- How the product reflects the society and culture in which it was made through aspects of its production, distribution, marketing, regulation, circulation and audience consumption
- How audience responses to and interpretations of media products may change over time

Political Context

- how the product reflects the political contexts in which it was made through its representations, themes, values, messages and viewpoints
- how the product reflects the political contexts in which it was made through aspects of its ownership and political viewpoint, production, distribution, marketing, regulation, circulation and audience consumption.

