

Media Studies: Securing the 5+!

There are **two main elements** that will secure you a grade 5 or better in Media Studies, and they will each require some learning.

Turn and talk; 30 seconds, what could they be?

SCENE

TAKE

ROLL

**1. KNOW AND USE
TERMINOLOGY
CONSISTENTLY!**

**2. KNOW ALL OF
YOUR CSPs in
DETAIL!**

DIRECTOR

CAMERAMAN

1. Know and use terminology consistently.

I have tried to make this clear all the way through the course; you have to be using terminology as much as possible, both in analytical questions and your long, 20 mark evaluation questions.

Task:

Look at the answer below. Which words can we replace in order to increase the amount of terminology in it?

The director shows Lyra's face to highlight her emotions to the audience. Her face fills the screen, ensuring the audience's visual attention is on the face of the character. This is often used when characters, in particular main characters and bad characters, face difficult or challenging situations as it shows their thoughts through movements and things rather than relying on speech.

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Have a look at this answer...doesn't it sound better?

The director uses a **close-up shot** of Lyra to highlight her emotions to the audience. This **shot size** fills the **frame**, ensuring the **audience's** visual attention is on the face of the character. This is often used when characters, in particular **protagonists** and **antagonists**, face difficult or challenging situations as it shows their thoughts through **non-verbal codes** rather than relying on **dialogue**.

PROD. CO.

None of the emboldened words above are new to you!
As a guide, the exam board suggest you use a piece of terminology in
every sentence you write!

30 seconds:

**NAME AS MANY CAMERA
SHOTS AS YOU CAN**

Challenge:

WHY DO WE USE THEM?

CAMERAMAN

30 seconds:

Discuss other pieces of

***terminology with people
around you.***

***YOU ARE EACH GOING TO
GIVE ME AN EXAMPLE***

MOVIE TITLE

SCENE

TAKE

ROLL

DATE

SOUND

PROD. CO.

DIRECTOR

CAMERA MAN

2. Know all of your CSPs in detail

Task:

YOU HAVE 30 SECONDS! TURN AND TALK!

How many of your CSPs can you remember?

DATE

SOUND

PROD. CO.

DIRECTOR

CAMERAMAN

CSPs:

FILM: Black Widow; I, Daniel Blake

MAGAZINES: Tatler, Heat

NEWSPAPERS: The Daily Mirror, The Times

TV: His Dark Materials, Dr Who pilot episode

RADIO: Radio 1 Launch Show, Kiss FM Breakfast Show

MUSIC VIDEOS: Arctic Monkeys (IBYLGOTD), BlackPink (HYLT?)

ADVERTISEMENTS: Represent Campaign (2016), Galaxy (2014), OMO (1950)

ONLINE, SOCIAL, PARTICIPATORY MEDIA: Lara Croft Go, Kim Kardashian, Marcus Rashford, BlackPink: The Game

For each of these, can you comment on or explore:

- The year they were produced?
- What was going on at that time?
- Social attitudes shown by/towards the content
- Cultural attitudes shown by/towards the content
- Any political views expressed?

1. Demonstrate relevant, comprehensive and in-depth knowledge and understanding of the theoretical framework and associated theoretical perspectives, and a range of contexts of media and their influence on media products and processes.

What you need to do:

Ensure that you comment on **exactly** what the question has asked. Different CSPs test different aspects of the framework. For example, your TV CSPs (always in paper 2 section a!) test all four elements of the framework; , but the advertising CSPs only test Media Language and Representations. All of this information is in your handbook.

What does this mean?

You need to know the four elements of the framework in detail, and the associated terminology and theory. For example, you don't need to know the plots of your film CSPs, but you do need to know the differences in their production, because you are looking at Media Industries.

How does this look?

Your language, terminology and focus of your answers will look specifically at what is being asked in terms of the mentioned CSP(s).

3. Know your contexts!

A little bit of bonus content for you...

Every CSP you studied must be placed into its context. Can you remember the four contexts?

DATE

SOUND

PROD. CO.

DIRECTOR

CAMERAMAN

2. Perceptively analyse media products, including in context, using the theoretical framework relevantly and comprehensively, making substantiated judgements and evidence-based conclusions.

What you need to do:

When you discuss your CSPs or an unseen media product (paper 1 section a), you have to be aware of the contexts in which they are a) produced and b) studied. This is to show you understand what they were trying to achieve when produced, and whether that is successful now.

What does this mean?

You have to explain why the contexts are important. For example, 'Dr Who' was produced in 1962; what was life like back then? We hadn't even visited the moon at that point, so as a piece of science fiction, the focus is about space and time travel and exploration. This is different to 'His Dark Materials'. It's a similar genre, but very different in its presentation of science fiction.

How does this look?

You must show an understanding of context when discussing your CSPs and use this to reach your evidence-based conclusions. For example, you may be asked to comment on your newspaper CSPs and you **must** talk about political leanings because this affects the readership, target audience, values and beliefs etc.

Which elements of context can you see in this answer?

His Dark Materials is set in an alternative version of our own world, so again the audience would recognise landmarks in contemporary Oxford. In the episode, Lyra takes charge of continuing the search for her father, and she meets Will, a boy from our version of the present. This makes the audience consider the concept of 'parallel universes' and conspiracy theories spread by modern technology, and how people from these places could be living amongst us. Adults are mostly seen as authority figures to be feared and as threats; the narrative is driven by the intrepid nature of Lyra and her blossoming friendship with Will. Both Susan and Lyra subvert traditional gender roles of male-dominant society, empowering watching females to be like these characters. Sci-fi still contains similar themes, from 1963 to the present, about exploration, advancement, gender and the fear of the unknown.

Points to take away...

- Know your CSPs!
- Learn your contexts
- Learn your key vocabulary
- MAKE SURE YOU KNOW WHAT YOU ARE BEING ASKED –
Check the theoretical framework!



GCSE MEDIA STUDIES

(8572)

Specification

For teaching from September 2017 onwards
For GCSE exams in 2019 onwards
