

Media Studies: **Aiming for 7+**

1. Grade 8 (source gov.uk)

To achieve grade 8, candidates will be able to:

- 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
- Perceptively analyse media products, including in context, using the theoretical framework relevantly and comprehensively, making substantiated judgements and evidence-based conclusions
- use a range of subject specific terminology accurately
- create effective media products which deliberately communicate meaning for intended audiences, by applying thorough knowledge and understanding of media language and representation

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.

30 seconds:

***WHAT ARE THE FOUR ELEMENTS OF
THE THEORETICAL FRAMEWORK?***

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).

Have a look at this answer. Do you understand it all?

Similarly, on the front page of *The Times*, the same story is used but presented in a different manner in order to appeal to the target audience. The mention of the NHS pay rise is buried in the general analysis of the government's budget; this is a series of financial decisions which affects everyone in the country so the impact value here is significant.

Traditionally, Conservative ideology is to cut taxes and encourage people to work to create growth, so a budget raising taxes would have been controversial. *The Times* takes this controversy, but spins it as a positive for the country, using opinion polls and other examples to ensure that the paper's right-wing readership would be appeased. The article is smaller on *The Times*' front cover, reflecting the layout of broadsheet papers but also connoting that this is not as big a deal as other would make it out to be, as it shares roughly the same amount of page space as the 'bullying' story.

Where is the MEDIA LANGUAGE, REPRESENTATION, AUDIENCE and INDUSTRY analysis?

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

30 seconds:

***WHAT ARE THE FOUR CONTEXTS YOU
NEED TO KNOW IN MEDIA STUDIES?***

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.

Have a look at this answer. Do you understand it all?

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.

Where are the references to CONTEXT in this answer?
(Social, cultural, historical, political)

3. Use a range of subject specific terminology accurately.

30 seconds:

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

Challenge:

WHY DO WE USE THEM?

3. Use a range of subject specific terminology accurately.

What you need to do:

You must use as much terminology as you can. You get credit for using it and you should be able to at this point in the course!

What does this mean?

When you use the word ‘main character’, can you say ‘protagonist’? You know the different mediums you are studying (still image, moving image, audio) and the different terminology associated with those different forms, along with terminology that covers lots of CSPs such as in regulation.

How does this look?

Your answers use specific subject vocabulary throughout. It should be peppered through your answer, ensuring that you always use it when you have an opportunity. The top grade pupils are able to do this consistently because they know their vocabulary!

Have a look at this answer. Do you understand it all?

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**.

Model Answer Extract

Can you identify what we have talked about?

I believe that stories with the highest news values are indeed selected for the front pages of newspapers. For example, the *Daily Mirror* leads with the splash 'Insult to NHS Heroes' and an image of the then-chancellor, Rishi Sunak which covers half of the front page. It has been chosen because the country is aware of the work that the NHS did during the pandemic, and the fact that the government is not prepared to pay them a decent rise would anger the paper's primarily left-wing, older (and thus more likely to need the NHS) readership. The threshold is reached because we have all been poorly at some point and would need the service, and by including the chancellor, a rich man who would never need to worry about a pay rise, hits the idea of involving the elite. The continuity is found in the sense this is continuing from the pandemic, and people would like to see NHS workers fairly rewarded for their work during this testing time which also explores the idea of conflict so already you can see that the news values stack up in this story. This all contributes to the socialist ideology of the *Daily Mirror's* readership.

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

Version 1.3 09 August 2019