Media Day 1-10 Pack – Easter Holiday

There are 10 days of tasks to get you ready for your exams.

There is also a compulsory intervention on:
DAY 1: Tuesday 2 April at 9:30am-3:30pm – Section C Zoella & Attitude
DAY 2: Wednesday 3 April at 9:30am-3:30pm - NEA

Day	Topic and Revision Task	Resources
Day 3	**Newspaper Open Book - 10 mark Q** 1. Read over the newspaper factsheet. 2. Watch the Mrs Fisher Video 3. Complete the practice Q checking the mark scheme	**A Level - Newspapers (Times / Mirror) - Industry & Audiences** https://www.youtube.com/watch?v=vQKFO5onr-Q
Day 4	**Newspaper Open Book - 10 mark Q** 1. Read over the newspaper factsheet. 2. Watch the Mrs Fisher Video 3. Complete the practice Q checking the mark scheme	As above
Day 5	**Vogue - Magazine Open Book - 15 mark Q** 1. Read over the newspaper factsheet 2. Watch the Mrs Fisher Video 3. Complete the practice Q checking the mark scheme	Vogue - Representation https://www.youtube.com/watch?v=Qfl1mZNg8NQ
Day 6	**The Big Issue - Magazine Open Book - 15 mark Q** 1. Read over the newspaper factsheet 2. Watch the Mrs Fisher Video 3. Complete the practice Q checking the mark scheme	The Big Issue - Representation https://www.youtube.com/watch?v=rGnHo35YlfU
Day 7	**Vogue/The Big Issue - Magazine Open Book – 30 mark Q** 1. Read over the newspaper factsheets 2. Watch the Mrs Fisher Video 3. Complete the practice Q checking the mark scheme	The Big issue – Industry https://www.youtube.com/watch?v=z4HCQuSIiA0 Vogue – Industry https://www.youtube.com/watch?v=igrD5AqvLzM Curran & Seaton 5 min summary https://www.youtube.com/watch?v=KUteUbVS5DA
Day 8	**Attitude & Zoella - Magazine Open Book – 30 mark Q** 1. Read over the newspaper factsheets 2. Watch the Mrs Fisher Video Complete the practice Q checking the mark scheme	Attitude Audience https://www.youtube.com/watch?v=eGjC8IO_mqI Zoella Audience Zoella Industry https://www.youtube.com/watch?v=kedDBuPZIxw
Day 9	**Zoella – Online- Open Book – 15 mark Q** 1. Read over the newspaper factsheet 2. Watch the Mrs Fisher Video Complete the practice Q checking the mark scheme	Zoella Media Lang & Rep https://www.youtube.com/watch?v=Xc7dh0bNy_A
Day 10	**Attitude – Online - Open Book – 15 mark Q** 1. C Read over the newspaper factsheets 2. Watch the Mrs Fisher Video 3. Complete the practice Q checking the mark scheme	Attitude Rep https://www.youtube.com/watch?v=o4kL5qbF2uU Attitude Industry https://www.youtube.com/watch?v=nqoN3ntfYgo

Day 3 - Newspaper – 10 mark exam question

4. (a) Explain how audiences use news products in different ways. Refer to *The Times* website to support your points. [10]

Band	AO1 1a and b Demonstrate knowledge and understanding of the theoretical framework of media
5	**9-10 marks** • Excellent, detailed and accurate knowledge and understanding of how audiences use news products in different ways, with possible reference to relevant theories • Detailed reference to *The Times* website to fully support the demonstration of knowledge and understanding

Responses may discuss how audiences use news products in terms of the uses and gratifications theory; this is acceptable but not required. It is equally valid to approach this question from the point of view of how audiences consume the online product in different ways from the print version.

AO1

Responses will demonstrate knowledge and understanding of how audiences use news products in different ways. They may also refer to aspects of the theoretical framework including:

- How audiences interpret the media, including how and why audiences may interpret the same media in different ways
- How audiences interact with the media and can be actively involved in media production
- How audiences use media in different ways, reflecting demographic factors as well as aspects of identity and cultural capital
- The way in which different audience interpretations reflect social, cultural and historical circumstances

Responses will demonstrate knowledge and understanding by discussing how audiences use news products in different ways, for example:

- The changing way in which the newspaper industry is distributed to audiences
- The need to address the needs of a more diverse, changing audience
- Whilst print production is falling, digital access to news is growing and as a result, newspapers must ensure that they provide digital versions that are suitable for and attract the reader
- Whilst some readers still prefer the print form, the advantages of the online newspaper accessible through a range of platforms and devices is evident

Responses should give examples related to *The Times* of how audiences use news products in different ways which may include:

- *The Times* still maintains an audience for the print product with the appeal of the front page and the inner pages to a more traditional audience. The print format is read mostly by those 65+
- The declining print audience of *The Times* and the measures taken by the publication to address this, including the creation of the website
- *The Times* website engages readers in different ways through the inclusion of interactive features, multi-media experiences and navigation bars to facilitate movement around the site and give options
- The ability to navigate around the website allows audiences to select content related to what they need e.g. for entertainment, information etc.
- The website also appeals to the 'on the go' audience who want to access news quickly wherever they are
- In 2016 *The Times* launched a joint website with *The Sunday Times* and moved from a rolling news to an edition-based digital format
- Due to the makeup of *The Times* audience and the format of the website, the more traditional audiences may use it as they would the print format, whereas a different audience would take advantage of the opportunities offered by the digital version.

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Explain how audiences use news products in different ways. Refer to The Times website to support your points. (10]

Day 4 – Newspaper 10 mark exam question

1. (b) How have recent technological changes had an impact on the production and distribution of newspapers? [10]

Band	AO1 1a and b Demonstrate knowledge and understanding of the theoretical framework of media
5	**9-10 marks** • Excellent, detailed and accurate knowledge of recent technological changes in the newspaper industry • A thorough understanding of the impact of recent technological changes on the production and distribution of newspapers, which is likely to use examples to support points

Indicative content: Question 1(b)

The content below is not prescriptive and all valid points should be credited. It is not expected that responses will include all of the points listed.

Responses are expected to demonstrate knowledge of technological changes in the newspaper industry. Responses in the higher bands will explicitly address the impact of these changes on the production and distribution of newspapers and are likely to refer to specific examples of recent technological changes in news media to support points. At band 3, responses will attempt to consider the impact of technological changes, whilst responses in the lower bands are likely to simply describe the changes.

AO1
Responses will demonstrate knowledge and understanding of recent technological changes in the newspaper industry and the production and distribution of newspapers, such as:

- how technology has impacted on traditional methods of production and distribution
- examples such as physical printed copies and direct distribution via retail outlets as an example of traditional newspaper distribution
- the impact of recent technological change, such as:
  - print readership and traditional newspaper industry being in steady decline; slumping sales; declining audiences – the newspaper being less popular than broadcast and online media
  - increased use of search engines including *Google* which has changed the habits of readers of news
  - more consumer interest in online news sites and apps able to provide news 'as it happens' (e.g. *BBC News, Twitter*)
  - attempts to combat decreasing trends in popularity by increasing use of online media, including official newspaper websites (such as *Mirror Online*) and social media
  - social media has created greater opportunities for citizen journalism and different versions of news

Day 5 Exam question

Discuss the influence of historical context on representations in the set edition of Vogue magazine. [15]

Band	AO1 2a and 2b Demonstrate knowledge and understanding of contexts of media and their influence on media products and processes
5	**13-15 marks** • Excellent knowledge and understanding of historical context and its influence on the set magazine product • Links drawn between the representations in the set magazine product and the historical context in which it was produced are perceptive and insightful • A detailed understanding of the significance of representations in the set magazine is shown

Questions 1(a), 2(a) and 3(a): Indicative Content

The content below is not prescriptive, and all valid points should be credited. It is not expected that responses will include all of the points listed.

AO1
Responses will demonstrate knowledge and understanding of the influence of historical context on representations in the set magazine product by referring to some of the following:

- the way in which representations in the set magazine reflect particular values, attitudes and beliefs of the time (e.g. regarding gender, race, ethnicity or national identity)
- the ideological significance of the representations in the set magazine product
- the discourses of femininity that circulate in the set magazine product
- the under-representation or misrepresentation of particular social groups
- the dynamic and historically relative nature of genre conventions and their influence on the representations in the set magazine product
- the historical shift from austerity to prosperity in the 1950s and 1960s and the influence of consumer culture on the representations in the set magazine

1. (a) In discussing the influence of historical context on representations in *Woman*, responses may, for example, refer to some of the following:

    - The influence of historical ideals of femininity on the magazine's representations of gender (e.g. as reflected in the magazine's focus on beauty, domesticity and self-improvement)
    - The growing sense of female liberation in the 1960s and its influence on the representations in magazine (e.g. as suggested by the image of a dominant female figure standing over a man who lies prostrate before her in the 'Extra Special on Men' feature)
    - The influence of shifting gender norms and the wider range of roles available to women in the 1950s and 1960s (e.g. as shown in the advertisement for the Women's Royal Army Corps)
    - The move towards a more liberal or permissive society in the 1960s and its influence on the magazine's representations of femininity (e.g. as shown in the advertisement for Breeze)

3. (a) In discussing the influence of historical context on representations in *Vogue*, responses may, for example, refer to some of the following:

- The way in which the fashion spreads in the magazine reflect the trends and styles of the time the magazine was produced
- The influence of the hippie movement and the more permissive social values of the 1960s on the representation in the Cutex advertisement
- The growing financial independence of women in the 1960s (e.g. the Married Women's Property Act was passed in 1964) and its influence on the representation of issues in the 'Money' section
- The way in which representations of the exotic other (e.g. on the cover and in the 'Picnics, adventurous, fictitious and romantic' feature) reflect the growing influence of non-Western cultures on Western fashion in the mid-1960s

Discuss the influence of historical context on representations in the set edition of Vogue magazine. [15]

Day 6

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The Big Issue - exam Question

Explore how the set edition of The Big Issue conveys viewpoints and ideologies. [15]

Band	AO2 1 Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including through the use of academic theories
5	**13-15 marks** • Excellent application of knowledge and understanding of the theoretical framework to analyse the set product • Analysis of the set product is perceptive, insightful, and informed by a detailed knowledge and understanding of relevant aspects of the theoretical framework

Questions 1(b), 2(b) and 3(b): Indicative Content

The content below is not prescriptive, and all valid points should be credited. It is not expected that responses will include all of the points listed.

AO2
In applying knowledge and understanding of the theoretical framework to analyse the set magazine product, responses may refer to some of the following:

- Processes of selection and construction and their ideological significance
- The way in which elements of media language are combined to convey meaning
- The language/discourse used in the magazine and its ideological significance
- The visual codes used in the magazine and their ideological significance
- The representations offered in the magazine and their ideological significance
- Semiotic theory (e.g. Barthes)
- Structuralist theory (e.g. Levi-Strauss)
- Theories of representation (e.g. Hall)
- Feminist theories (e.g. Van Zoonen or bell hooks)
- Theories of gender performativity (e.g. Butler)
- The use of postmodern strategies and techniques such as parody and bricolage

3. (b) In exploring how the set edition of *The Big Issue* conveys viewpoints and ideologies, responses may, for example, refer to some of the following:

- The way in which the magazine's tagline ('A hand up not a handout') helps to establish a sense of its ethos and purpose
- The way in which the editor's letter outlines the ideology and viewpoint of the magazine (e.g. being 'a rebel voice that challenges orthodoxy and standardised received notions')
- The way in which features such as 'My Pitch' challenge mainstream media conventions by giving a voice to the homeless and vulnerably housed
- The way in which the magazine's ideology is conveyed through the positive, aspirational representation of *Big Issue* vendors in the 'Moving On' feature

Explore how the set edition of The Big Issue conveys viewpoints and ideologies. [15]

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Day 7 Exam Question

3. Curran and Seaton argue that media industries are generally controlled by a small number of powerful companies whose main purpose is to create a profit.

Evaluate this theory of power and media industries. Refer to Vogue and The Big Issue in your response. [30]

Band	AO1 1a and b Demonstrate knowledge and understanding of the theoretical framework of media	AO2 2 Apply knowledge and understanding of the theoretical framework of media to evaluate academic theories
5	**13-15 marks** • Excellent knowledge and understanding of relevant aspects of the theoretical framework. • Discussion of the magazine industry is likely to be perceptive, insightful, and critically informed by a detailed knowledge and understanding of Curran and Seaton's theory.	**13-15 marks** • Excellent application of knowledge and understanding of the theoretical framework to evaluate Curran and Seaton's theory of power and media industries. • Evaluation is insightful, thorough and critically informed. • Arguments regarding the validity of Curran and Seaton's theory are fully supported with detailed reference to specific aspects of the set products.

Questions 1, 2 and 3: Indicative Content

This is an extended response question. In order to achieve the highest marks, a response must construct and develop a sustained line of reasoning, which is coherent, relevant, substantiated and logically structured.

The content below is not prescriptive and all valid points should be credited. It is not expected that responses will include all of the points listed.

AO1 and AO2
In evaluating Curran and Seaton's theory of power and media industries, responses are likely to discuss some of the following:

- The extent to which the magazine industry is controlled by a small number of powerful companies
- The extent to which companies within the magazine industry are primarily driven by profit
- Concentration of ownership within the magazine industry (oligopolies/monopolies)
- Horizontal integration
- Vertical integration
- Conglomerate ownership
- Diversification
- Risk aversion
- The nature and effect of historical changes within the magazine industry (e.g. the extent to which new technologies have facilitated a democratisation of the magazine industry)

3. In evaluating Curran and Seaton's theory, responses may refer to some of the following aspects of *Vogue* and *The Big Issue*:

- the extent to which Condé Nast (publishers of Vogue) dominated the magazine industry or particular sectors of the magazine industry during the 1960s
- the extent to which Condé Nast and its parent company, Advance Publications, were able to establish control over the magazine industry through a series of acquisitions and mergers (e.g. through the acquisition of Street & Smith in 1959)
- the extent to which Advance Publications' diversification into broadcasting and newspapers as well as magazine publishing helped to consolidate and extend its power across a number of media industries
- the extent to which the content in the set edition of *Vogue* supports the idea that Condé Nast's primary purpose was to make profit (e.g. whether the 'Money: Questions and Answers' feature and the 'Heatwave Holiday' fashion feature are primarily commercial in their appeal and purpose)
- the extent to which advertisements such as the Imperial Leather advertisement and the Revlon advertorial suggest that *Vogue* magazine was primarily profit-driven
- the role and position of publishers such as The Big Issue Ltd in the contemporary magazine industry
- the extent to which smaller, independent publishers that operate outside the commercial mainstream are able to challenge or co-exist alongside more powerful media companies and conglomerates
- the social and ethical purpose of magazines such as *The Big Issue* and the extent to which this is the exclusive preserve of smaller, less powerful media companies within the magazine industry today

4. Curran and Seaton argue that media industries are generally controlled by a small number of powerful companies whose main purpose is to create a profit.

Evaluate this theory of power and media industries. Refer to Vogue and The Big Issue in your response. [30]

Day 8 Exam Question

How far can aspects of identity be seen to affect the way in which audiences use online media? Discuss, with reference to Zoella and Attitude.

You should refer to relevant academic theories in your response. [30]

Band	AO1 1a and b Demonstrate knowledge and understanding of the theoretical framework of media	AO2 3 Apply knowledge and understanding of the theoretical framework of media to make judgements and draw conclusions
5	**17-20 marks** • Excellent knowledge and understanding of relevant aspects of the theoretical framework • Discussion of the set products is likely to be perceptive, insightful, and critically informed by a detailed knowledge and understanding of audiences and how they use online media products • Detailed reference is made to relevant audience theories	**9-10 marks** • Excellent application of knowledge and understanding to make judgements and draw conclusions regarding how far aspects of identity can be seen to affect the way in which audiences use online media. • Judgements and conclusions are perceptive, insightful and fully supported with detailed reference to specific aspects of the set product.

Questions 1 and 2: Indicative Content

This is an extended response question. In order to achieve the highest marks, a response must construct and develop a sustained line of reasoning, which is coherent, relevant, substantiated and logically structured.

If only one set online product is considered, allocate the band that qualitatively describes the response (which may be within any of the five bands for each Assessment Objective). The mark must then be divided by two. If this results in a half mark for this question, the mark should be rounded up to the nearest mark above.

The content below is not prescriptive and all valid points should be credited. It is not expected that responses will include all of the points listed.

Responses are expected to demonstrate knowledge and understanding of media audiences in relation to the set online products studied. In the higher bands, responses will use appropriate and relevant audience theories, applying them effectively to examples. Responses in the middle band may include some reference to audience theories, but this is likely to be undeveloped or not fully relevant. In the lower bands, audience theories may not be used at all, may not be appropriate or relevant, or may be simply described, rather than applied.

Responses are also expected to make judgements and draw conclusions. Responses in the higher bands will explicitly engage with the debate in the question around 'how far' aspects of identity affect the way in which audiences use online media and draw conclusions that are substantiated by effective reference to examples. Responses in the middle band will show some engagement with this debate and use examples in a straightforward way to support conclusions, whilst responses in the lower bands may not engage with the debate in the question, may not draw conclusions that are substantiated by reference to examples, or may simply describe audiences and/or aspects of the set product.

AO1
In demonstrating knowledge and understanding of audiences, responses will include reference to relevant academic theories, such as:

- Gauntlett's theory of identity
- Shirky's 'end of audience' theory
- Hall's reception theory
- Jenkins' theory of fandom.

Reference may also be made to relevant demographic and/or psychographic factors and there may also be a consideration of uses and gratifications.

AO2
In making judgements and drawing conclusions about how far aspects of identity can be seen to affect the way in which audiences use online media, responses may include discussion of the following:

- the extent to which the uses and meanings of online media products are determined by their producers
- the extent to which audiences are active participants in the production of textual meaning
- the extent to which demographic factors such as age, gender, ethnicity and social class can be seen to affect the way in which audiences use online media
- the extent to which psychographic factors such as values, attitudes and lifestyle can be seen to affect the way in which audiences use online media

2. With regard to *Zoella* and the *Attitude* website, responses may, for example, refer to:

- the extent to which an audience member's own experiences of prejudice or discrimination may affect the way in which they use articles on *Attitude*'s website such as 'Iraqi LGBT activist Amir Ashour tells *Attitude* about his ongoing fight for equality'
- the extent to which body image may affect the way in which audiences use articles in the 'Active' section of *Attitude*'s website such as 'You don't have to spend your life in a gym to look and feel good' or 'It was only after coming out that I started getting body confidence issues'
- the extent to which self-esteem and self-image may affect the way in which audiences use blog posts such as 'Just Say Yes' or 'Panic Attacks' in which Zoella discusses her experiences of anxiety and panic attacks

2. How far can aspects of identity be seen to affect the way in which audiences use online media? Discuss, with reference to *Zoella* and *Attitude*. [30]

You should refer to relevant academic theories in your response.

Day 9 – Zoella exam question

Explain Judith Butler's theory of gender performativity. Use Zoe Sugg/Zoella to support your response. [15]

Band	AO1 1a and b Demonstrate knowledge and understanding of the theoretical framework of media
5	**13-15 marks** • Excellent knowledge and understanding of relevant aspects of the theoretical framework. • Reference to the set product is likely to be perceptive, insightful, and critically informed by a detailed knowledge and understanding of Butler's theory of performativity.

Questions 1(a) and 2(a): Indicative Content

The content below is not prescriptive, and all valid points should be credited. It is not expected that responses will include all of the points listed.

AO1
Responses may demonstrate knowledge and understanding of Judith Butler's theory of performativity by referring to some of the following:

- The idea that identity is performatively constructed by the very 'expressions' that are said to be its results (it is manufactured through a set of acts)
- The idea that there is no gender identity behind the expressions of gender
- The idea that performativity is not a singular act but a repetition and a ritual

In the lower bands, rather than using the set product to explain Butler's theory, there may be a tendency to simply describe how the blogger or vlogger acts online. In the upper bands, there is likely to be a clearer understanding of the idea that identity is constructed through a series of performative acts and that there is, therefore, no identity that precedes or exists outside of performativity. In the top band, responses may explore the way in which performances of gender are shaped, determined or scripted in relation to dominant social norms and values rather than being freely chosen by the individual.

2. (a) In explaining Butler's theory of gender performativity, responses may, for example, refer to some of the following aspects of Zoe Sugg/*Zoella*:

- The rituals through which Zoe Sugg/Zoella's gender identity is constructed (e.g. the beauty rituals that feature prominently in vlogs such as 'My Everyday Makeup Routine')
- The significance of dress codes (costumes), props and settings in terms of how Zoe Sugg/Zoella's identity is staged and performatively constructed
- The way in which Zoe Sugg/Zoella's identity is constructed through aspects of verbal and non-verbal communication such as facial expressions, gestural codes and speech
- The extent to which Zoe Sugg/Zoella's gender performance is shaped and determined by dominant social and cultural understandings of femininity
- The extent to which vlogs such as 'PointlessBlog Does My Makeup (Badly)' can be seen to draw attention to the performative nature of gender, causing what Butler refers to as 'gender trouble'

Explain Judith Butler's theory of gender performativity. Use Zoe Sugg/Zoella to support your response. [15]

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Day 10 – Attitude exam question

Explore how the Attitude website targets and attracts a specialised audience. [15]

Band	AO2 1 Apply knowledge and understanding of the theoretical framework of media to analyse media products, including through the use of academic theories
5	13-15 marks • Excellent application of knowledge and understanding of the theoretical framework to analyse the set product • Analysis of the set product is perceptive, insightful, and informed by a detailed knowledge and understanding of relevant aspects of the theoretical framework

Questions 1(b) and 2(b): Indicative Content

The content below is not prescriptive, and all valid points should be credited. It is not expected that responses will include all of the points listed.

AO2
In applying knowledge and understanding of the theoretical framework to analyse the set online product, responses may refer to some of the following:

- How digital technologies can be used to target and attract specialised audiences
- How specialised audiences can be targeted and attracted through the content and appeal of online products and through the ways in which they are marketed, distributed and circulated
- How the set online product can help to construct or foster a sense of community and/or cultural identity within the audience
- The uses and gratifications that the set online product offers (e.g. information, diversion, social interaction and integration, and personal identity)
- How the set online product can be seen to target and attract a specialised audience by addressing and challenging the under-representation and/or misrepresentation of particular social groups

2. (b) In exploring how the *Attitude* website targets and attracts a specialised audience, responses may, for example, refer to some of the following:

- The way in which the *Attitude* website targets and attracts a specialised audience by addressing the under-representation of LGBT people in the mainstream media
- The way in which the *Attitude* website targets and attracts a specialised audience by addressing the misrepresentation of LGBT people in the mainstream media (e.g. by challenging negative gay stereotypes and offering more positive representations of gay people)
- The way in which the *Attitude* website provides role models and points of identification for LGBT audiences (e.g. in online articles such as 'DISABLED GAY ACTOR HOPES TO INSPIRE OTHERS LIKE HIM WITH HIS NEW FILM 'PULSE'')
- The way in which the *Attitude* website helps to foster a sense of LGBT community (e.g. through online articles such as 'SMALL WELSH TOWN TO HOLD FIRST EVER PRIDE EVENT')

Explore how the Attitude website targets and attracts a specialised audience. [15]