MEDIA

Component 1:

Q1 - Advertising – Water Aid, Kiss of the Vampire or Tide may come up for Representation
This will be accompanied by an unseen moving image text in which you will have to compare specific REPRESENTATIONS for 30 marks. This could be on gender, age, ethnicity, issues, reality, ideologies etc…

You will need to carefully use PEET paragraphs here and ensure you write a range of both similarities and differences when comparing.

Q2 – Newspapers – Media Language question
This will also be an unseen question and will relate to your knowledge of newspaper front cover codes and conventions.

Again – use PEET paragraphs.

Q3 – Newspapers - Industries questions

These will be various 'stepped' questions (i.e. they will vary in marks as you go along.) Some will be worth very little and you will only need to name things/give short examples, others will be worth more marks where you will need to PEET with specific examples from The Daily Mirror. You should aim for 3 PEET paragraphs for the question with the most marks on offer.

Q4 – Radio – Audience Question

This will be only one 8 marker. You will need to ensure that you know SPECFIC examples from both Late Night Woman's Hour programmes that you have listened to. *You should aim for at least 2 PEET paragraphs.*

MEDIA

Component 2:

Q1 – Magazines – Vogue and The Big Issue (30 marks)

This will be a question on REPRESENTATION. You need to revise all representation theories and ensure you have examples that refer to BOTH magazines*. You should aim to write at least x3 double PEET paragraphs with both texts mentioned.*

Q2 – Online Media – Zoella (15 marks)

This will be a question on AUDIENCE. You need to revise all audience theories and ensure you have examples that refer to Zoella's online presence.

For BOTH questions in Component 2 you will have to EVALUATE – therefore this means you'll have to come to conclusions based on the question. Don't forget to counter argue if you do not fully agree with a theorist/a claim and ensure you constantly refer back to the exam question/theorist mentioned. For some questions you will completely agree with the statement and that is fine!