

# Media Studies GCSE PLC 2022

## Use with Revision Booklet.

	R	A	G	Next Steps
<b>CSP: Television</b>				
<b>Context:</b> History of BBC. Reithian Ideal. PBS. Licence fee. No bias. No owners. Development of technology into BBC iPlayer.				
<b>Doctor Who Media Language:</b> Conventions: Sci-Fi genre. Narrative Structure. Character Roles, Enigma. Binary Opposites. Codes: Visual. Audio. Technical – link to 1960s				
<b>Doctor Who Representation:</b> Male. Female. Teenagers. Older people. London. Idealistic. Traditional. Link to 1960s.				
<b>Doctor Who Audience:</b> Family entertainment. Mainstream.				
<b>Doctor Who Industry:</b> Cultural phenomenon. Long lasting product. Early BBC 1 transmission. Issues with technology.				
<b>Class Media Language:</b> Conventions: Sci-Fi/ Teen Drama genres (hybrid genre). Narrative Structure. Character Roles, Enigma. Binary Opposites. Codes: Visual. Audio. Technical – link to technical advances in 2016.				
<b>Class Representation:</b> Male. Female. Teenagers. Older people. London. Realistic. Modern. Link to 2016s.				
<b>Class Audience:</b> Specific demographic of young adult viewers.				
<b>Class Industry:</b> Spin-off. BBC 3, On Demand only. Quality production.				
<b>CSP: Newspapers</b>				
<b>Context:</b> History of Newspapers. Developments in technology. News Values (Galtung& Ruge). Bias. Regulation (IPSO, Editors Code of Practice). Decline in print circulation.				
<b>The Times Media Language:</b> Conventions: Masthead. Coverlines. Splash. Byline. Anchoring Text. Codes: Visual. Linguistic. Technical.				
<b>The Times Representation:</b> Bias towards Right Wing politics. Supports the Conservative Party.				
<b>The Times Audience:</b> A, B, C1. Right Wing, Conservative Party. Interested in politics & economics.				
<b>The Times Industry:</b> Rupert Murdoch. News Corp.				
<b>Daily Mirror: Media Language:</b> Conventions: Masthead. Coverlines. Splash. Byline. Anchoring Text. Codes: Visual. Linguistic. Technical.				
<b>Daily Mirror: Representation</b> Bias towards Left Wing Politics. Supports the Labour Party.				
<b>Daily Mirror: Audience</b> C2, D, E. Left Wing, Labour Party.				
<b>Daily Mirror: Industry</b> Reach Plc.				
<b>CSP: Video Games:</b>				
<b>Context:</b> History of video games. Developments in technology. Engaging a female demographic.				

<p><b>Lara Croft Go Media Language:</b>  Conventions: turn-based adventure puzzle game. Narrative Structure.  Character Roles, Enigma. Binary Opposites.  Codes: visual, audio, technical.</p>				
<p><b>Lara Croft Go Representation:</b>  Subvert/ conform to female gender expectations? Feminist Theory.</p>				
<p><b>Lara Croft Go Audience:</b>  New female audience. Fans of Lara Croft. Inspirational action figure. Preferred Reading – Oppositional Reading. Gratification.</p>				
<p><b>Lara Croft Go Industry:</b>  Longstanding franchise. Square Enix Games developer. Created for phone.</p>				
<b>CSP: Music Videos</b>				
<p><b>Context:</b> Authentic band – Constructed Boy Band. Influence of Participatory Social Media. Fan Power.</p>				
<p><b>Arctic Monkeys (2005) Industry:</b>  MySpace. MP3. Peer-Peer sharing. Domino Records Label. Authentic.</p>				
<p><b>Arctic Monkeys Audience:</b>  Niche. Knowledgeable about music. Understand references to TOGWT. Gratification.</p>				
<p><b>One Direction (2015) Industry:</b>  X Factor. Simon Cowell. Syco Records (Sony Music Group). Constructed.</p>				
<p><b>One Direction Audience:</b>  Mainstream. Teenage girls. Emotional engagement. Gratification.</p>				
<b>CSP: Magazines</b>				
<p><b>Tatler Media Language:</b>  Conventions: of a Magazine front page.  Codes: visual, linguistic, technical. Link to audience appeal.</p>				
<p><b>Tatler Representation:</b>  Stereotypes? Countertypes? Assumption of what engages an upper-class audience.</p>				
<b>CSP: Advertising</b>				
<p><b>Galaxy television advert (2014) Context:</b>  Changing the traditional style of chocolate adverts - sexual to romantic.  Ethics of Necro-advertising.</p>				
<p><b>Galaxy television advert Media Language:</b>  Conventions: Character Roles. Narrative Structure. Enigma. Binary Opposites.  Codes: Visual, Technical. Audio.</p>				
<p><b>Galaxy television advert Representation:</b>  Audrey Hepburn. 'Moon River' ('Breakfast at Tiffany's'), 1950s  Hollywood romantic film. Italy.</p>				