

# GCSE Media Studies Paper 1 Revision

**Monday 13<sup>th</sup> May 2024 - 1pm**

## **What's assessed**

**Section A** will focus on **Media Language and Media Representations**.

Questions in this section can test any two of the following forms:

- magazines
- advertising and marketing
- newspapers
- online, social and participatory media and video games.

**Section B** will focus on **Media Industries and Media Audiences**. Questions in this section can test any two of the following forms:

- radio
- music video
- newspapers
- online, social and participatory media and video games
- film (industries only).

## **How it's assessed**

- Written exam: 1 hour 30 minutes
- 84 marks
- 35% of GCSE

## **Questions**

- A range of questions relating to an unseen source and Close Study Products.
- An extended response question (20 marks).

# GCSE Media Studies Knowledge Organiser – Magazines



## Key Questions

- How are the choices of layout, colour, typography, and language used to convey meaning?
- How is media language used to target a specific audience?
- How are narrative devices used to tempt prospective buyers?
- How has enigma been used to create audience appeal?
- How have the producers chosen to represent the individuals, groups, places, issues they have selected?
- How are stereotypes used or challenged?
- How do audiences interpret the representations on the cover (Stuart Hall)?
- What are the values and beliefs implied by the magazine?

## KEY CSFs

**Tatler**  
(Jan 2021)



**Heat**  
(Nov 2020)

## WHAT DO I NEED TO KNOW?

Tatler	Heat
<ul style="list-style-type: none"> <li>• Tatler is Britain's oldest magazine (founded in 1901).</li> <li>• Targeted at upper classes and upper-middle class.</li> <li>• Lifestyle magazine with focus on fashion, high society events such as balls and celebratory such as the Royal Family and members of the aristocracy (people with inherited wealth, status and land)</li> <li>• There are versions in Russia, Hong Kong and Indonesia.</li> <li>• Over the years, Tatler has remained interested in the lives of the Royal Family, but has tried to re-invent itself as more 'edgy' and modern in recent years, to try and target a younger audience. The issues that Tatler is concerned with tend to be political but not in a particularly gritty way because the magazine is more interested in fashion, merchandise, beauty and 'lifestyle' rather than dealing with news in any depth.</li> <li>• The preoccupation with parties, private schools, luxury holidays and exclusivity (the Tatler Privilege Club) is a success of high level of income and an elite attitude which may alienate or offend people from a different social class. 82% of the readership focus above average income, the cultural context of the magazine could be judged as 'niche'.</li> <li>• Tends to reflect dominant representations of a range of wealthy upper-class British people.</li> </ul>	<ul style="list-style-type: none"> <li>• From Bauer Media's seeds for about the brand of Heat, "Heat is the brand that's so popular on our site and gets people talking. Now a huge multi-platform brand that's unrivalled in the entertainment market, heat is more than just a magazine - it's a redaction, a podcast, an app and has a huge online and social media presence."</li> <li>• From the Heat media pack "In short - we bring readers a truly unique, quality experience. From clever ad-led success stories to other magazines could pull left to celeb news - heat has the celeb contacts to give readers the exclusive every time."</li> <li>• The magazine also offers shopping and lifestyle tips "Our slick, glossy approach promises a life for everybody, no matter what shape or size, and our team best fashion and beauty products make sure readers spend their hard-earned pennies wisely. And like the best magazines down the line (and by the way, it's the DAZED, as per recent in trend), food, fitness, wellbeing and phones."</li> <li>• FEMALE/MALE: 90%/10%</li> <li>• AVG AGE: 37</li> <li>• AGE PROFILE: 52% AGED 15/34 (14% 15-24, 37% 25-34)</li> <li>• SEGMENT: 50% ABC1</li> <li>• MARITAL STATUS: 37% MARRIED (or living with partner) / 43% single</li> </ul>
	<ul style="list-style-type: none"> <li>• The people represented on the cover are mostly celebrities and well known actors, read by television stars and music stars.</li> </ul>

## KEY VOCABULARY

Vocabulary	Definition
<b>Masthead</b>	The name and logo of the magazine.
<b>Mode of address</b>	How the magazine talks to its audience.
<b>House style</b>	A magazine's distinctive style that distinguishes it from its competitors.
<b>Sell lines</b>	Persuasive text on the cover that helps to sell the magazine to the audience.
<b>Cover lines</b>	Articles highlighted on the front page to draw readers into the magazine.
<b>Banners</b>	Text which stands out because it's on a coloured background.
<b>Buzz words</b>	"Free", "Exclusive" and "Wow" are all examples. They attract the reader's attention.
<b>Pugs</b>	These are placed at the top right and left corners of the page and are known as the 'ears'. Examples of content that is placed here is the price of the product, the logo or a promotion.
<b>Copy</b>	Text used in the magazine.
<b>Puffs</b>	Boxes on the front page that promote features found inside the magazine.

Label the codes and conventions used on these front covers. What do they denote/ connote?  
 Consider the meaning being created in the design and layouts as well as in the representation of people and stories.



# Magazines

Ensure you are able to answer each of these questions to secure your knowledge of the Magazine CSPs.

Magazines can also be an unseen element of Paper 1.

## Media Language:

1. How does the deliberate choice of each of the following convey meaning to the audience: design and layout, typography, use of colour, and language? Consider the relationships between these elements in creating a specific meaning.
2. How have points of view and aspects of reality been portrayed?
3. How do these elements conform or reject the conventions of the magazine cover genre?
4. How is media language used to target and address a specific audience?
5. How are narrative devices used to tempt prospective buyers to delve further into the magazine? How has enigma been used to create audience appeal?

## Media Representations:

1. How have the producers of Tatler chosen to represent the individuals, groups, places, issues and ideas they have selected?
2. Who has been represented, how and why?
3. How have stereotypes been used or challenged?
4. How do audiences interpret the representations on the cover of Tatler and how are these interpretations influenced by the identity of the reader?

## Social and Cultural Contexts

1. Compare the front covers of Heat and Tatler.
  - What issues do they prefer to deal with?
  - What are the values and beliefs implied by the choice and the presentation of contents that is illustrated by the front cover?

# Advertising

How does this slogan create a positive tone?

Why is the woman looking directly into the camera?

What does her expression connote about the product?

Why is her hair and makeup feminine and typical of the 1950s style?

What does the blue and white colour scheme suggest?

What does her clothing, and the way she is wearing it, connote?



How does this quote align to stereotypes of the time?

Why is the product image clear and large on the advert?

What mode of address does this create?



1. Place these shots in narrative order from 1-4.
2. Explain which part of Todorov's narrative theory they align to.



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Write down how each of these stills **align to the advert's message.**

**Consider:**

- Who is in the shot
- What are they doing
- Where are they

The **connotations** of that shot – how does it link to the **main message** of the advert?



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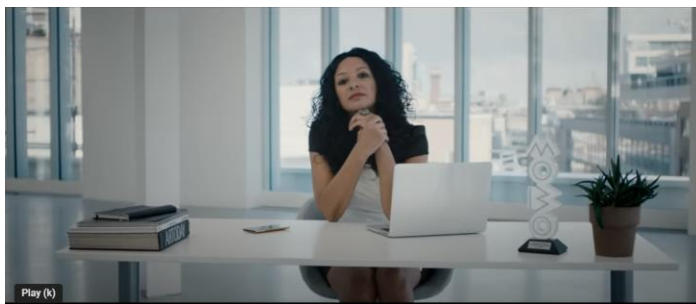
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**NHS Blood Donation: Represent**

<b>Conventions of a rap music video</b>	<b>How are they used in the advert?</b>

**Positive representation – fill in the blanks**

Throughout media historically, \_\_\_\_\_ communities have been portrayed poorly, often falling into familiar \_\_\_\_\_ (nerdy Asian, Black gang member) or \_\_\_\_\_. In contrast the Represent advert chooses to represent the vast \_\_\_\_\_ amongst these communities, in both professions and in \_\_\_\_\_.

The overall representation is that Black and Asian people are a hugely important part of the \_\_\_\_\_ at all levels (art, politics, business, medicine). This \_\_\_\_\_ representation is a powerful way to suggest that the Black and Asian community should also be well represented in \_\_\_\_\_.

**stereotypes****underrepresented****demographics****culture****diversity****Black and Asian****positive****blood donations**

# GCSE Media Studies Knowledge Organiser (KO) – Newspapers



## Questions to practice

- How are codes and conventions used to convey meaning?
- How do the newspapers use narrative codes to appeal to their readers?
- What are the similarities and differences in design and layout of the two Newspaper CSFs?
- How does the way the newspaper represents its stories direct the audience towards a particular interpretation?
- What are the pleasures and rewards on offer to the newspapers' readers?
- Does the newspaper position its readers to be passive or active?
- What could a negotiated or oppositional reading be of the newspaper?
- What are the trends towards convergence of media platforms?
- How and why are British newspapers regulated?

## KEY CSFs

- The Daily Mirror (Tabloid)
- The Times (Broadsheet)



## WHAT DO I NEED TO KNOW?

### Why have print newspaper sales declined?

- Accessibility/ digital age
- Cost
- Choice and Variety
- Immediacy and exclusivity
- The impact of the Covid-19 pandemic
- Age of readership

### News Values

- **Immediacy:** has it happened recently?
- **Familiarity:** Is it culturally close to us in Britain?
- **Amplitude:** Is it a big event or one which involves large numbers of people?
- **Frequency:** does the event happen fairly regularly?
- **Unambiguity:** Is it clear and definite?
- **Predictability:** did we expect it to happen?
- **Surprise:** Is it a rare or unexpected event?
- **Continuity:** has this story already been defined as news?
- **Ethno nation and people:** which country has the event happened in? Does the story concern well-known people?
- **Negativity:** Is it bad news? Bad news tends to get more focus as it's more sensational/ attention-grabbing.
- **Balance:** the story may be selected to balance other news, such as a human survival story to balance a number of stories concerning death.

### The role of IPSO (Independent Press Standards Organisation)

The independent regulator for the newspaper and magazine industry in the UK. They aim to:

- Regulate 1500 print and 1100 online titles.
- Listen to complaints about press behaviour.
- Help with unwanted press attention.
- Advise publication editors.
- Provide information to the public.
- Provide a journalist whistleblowing hotline.

## KEY VOCABULARY

Vocabulary	Definition
Masthead	The name and logo of the magazine.
Circulation	The number of copies that are distributed to newspapers and newsstands on a average day.
Pug	These are placed in the top right and left corners of the page and are known as the 'pugs'. Examples of content that is placed here is the price of the product, the logo or a promotion.
Splash	The lead story.
Mode of address	How the newspaper speaks to its readership.
Slogan	Line of copy which encapsulates the campaign strategy.
Dateline	The date and location of the journalist writing.
Kicker	A kicker (as an additional headline for your news. The kicker is displayed at the very top of the news article itself.
By-line	A line naming the writer of the article.
Standfirst	An introductory paragraph in an article, printed in larger or bolder type or in caps, which summarises the article.

Label the codes and conventions used on these front covers. What do they denote/ connote? Consider the meaning being created in the design and layouts as well as in the representation of people and stories.

**DAILY Mirror** Fighting for all our futures

100p

Football FOOTBALL PULLOUT

LIFT-OFF!

Beautiful, moving... inspiring

Starts Hall of Fame of Britain's heroes

UN says last 7 years hottest on record... as Johnson issues doomsday warning

**HEAT IS ON**

UN says last 7 years hottest on record... as Johnson issues doomsday warning

**THE TIMES**

Monday November 12 2021 (INTERNATIONAL) 120p 2507

Oh no, where's Jeeves? The super-rich staffing crisis

Free home delivery for six weeks

**PM: It's last chance on climate**

Bois Johnson to tell Cop26 leaders that world must act now or it will be too late

**IN THE NEWS**

**Tousis accuses China**  
A former nuclear war director accused China of producing nuclear weapons in North Korea, a claim that has prompted a sharp rebuff from Beijing.

**People rally to Queen**  
The wedding of the Queen and Prince Philip was celebrated in a series of events across the country.

**Minors facing sack**  
A group of young people are facing the prospect of losing their jobs after a series of setbacks.

**Police board deaths**  
A former nuclear war director accused China of producing nuclear weapons in North Korea, a claim that has prompted a sharp rebuff from Beijing.

# Young have been failed and are right to be angry, Sharma says

Ben Widdowes, Environment Editor

Young people have "every right to be angry" about lack of action on climate change by world leaders, according to the British president of Cop26.

British president of Cop26, Lord Nicholas Stern, welcomed the entry of young people who heckled him on Saturday at a youth conference in Glasgow. He said that he was a hypocrite because of the government's support for a new oil...

He said at a press conference in Glasgow, "I'm very angry right. It's angry because world leaders collectively by over time have failed to deliver on their promises..."

But the expectations of other significant announcements by countries are high. There are likely to be deals to help support to assist South Africa in planning out the burning of coal and an...

Patricia Espinosa, the United Nations secretary-general, said that the conference showed climate change was a global emergency that we will need the global the world to act on together.



Adar Sharma said that he understood the anger of the young hecklers

**TIMES RADIO**  
Live coverage all week from Cop26

Today, from Business Postcard  
4pm: Live from Glasgow  
5pm: Live from Glasgow  
6pm: Live from Glasgow

● [Listen to our live coverage](#)  
● [View our live coverage](#)

that in this decade, which is crucial, we can get to the conditions about achieving the 1.5C target. Addressing delegates at the opening of the conference, said: "We know that the UN climate summit in Glasgow, is our last best hope to keep 1.5C in the books."

"We need to hit the ground running to 1.5C and that work starts today — and we succeed or fail as one," Sharma said. "If we act now and we act together we can protect our precious planet. We need to act now and we act together we can protect our precious planet. We need to act now and we act together we can protect our precious planet."

Storms force delegates travelling by air to book a flight to Glasgow. Hundreds of people were left stranded at Glasgow airport when all operators all around the world announced that storms would affect flights to Glasgow.

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Taken from THE TIMES INSIDE STORY.  
What is being reported? How are images used?  
How are the people and stories represented?  
Why are they represented in this way?

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# SUMMIT TO SAVE THE WORLD: COP26 OPENS IN GLASGOW

Taken from the DAILY MIRROR INSIDE STORY.  
What is being reported? How are images used?  
How are the people and stories represented?  
Why are they represented in this way?

## Time is running out on climate, says PM

By PIPPA CRIBBEN  
The Prime Minister has said that the world is running out of time to avert a climate crisis, as the COP26 summit opens in Glasgow.



**RISHI SUNAK**  
The Prime Minister has said that the world is running out of time to avert a climate crisis, as the COP26 summit opens in Glasgow.

But he also claims some of the policies being introduced will be "strongly opposed" by industry and "some of the world's leading nations".  
Mr Sunak said the summit was a "historic moment" for the world to come together to address the climate crisis.  
He said the UK will lead by example, with a target to reach net-zero emissions by 2050 and to commit to phasing out coal, switching to electric cars and phasing out petrol and diesel cars by 2035.

# Extreme is the new norm

## Demands for action as world heats up

Environmental campaigners have said the world is heating up at a rapid pace, with the risk of a climate crisis. They are demanding more action from world leaders.



**CLIMATE ACTIVIST**  
Environmental campaigners have said the world is heating up at a rapid pace, with the risk of a climate crisis. They are demanding more action from world leaders.

As world leaders gathered in Glasgow for the COP26 summit, environmental groups are demanding more action from world leaders. They say the world is heating up at a rapid pace, with the risk of a climate crisis.



**GREEN WASH HYGIENE IS AT SUMMIT**



**TAKE ME HOME**  
A sign that says "TAKE ME HOME" is displayed at the summit.



**GETTING THE MESSAGE**  
A woman is seen at the summit, possibly a climate activist.

## COP 'last chance' in climate fight

Environmental campaigners have said the world is heating up at a rapid pace, with the risk of a climate crisis. They are demanding more action from world leaders.

**-25C**  
The temperature is expected to drop by 25 degrees Celsius in Glasgow.

Millions of people are expected to attend the summit in Glasgow, Scotland, from November 1 to 12.

What are the similarities and differences between the newspaper in terms of the design/ layout AND representation? Consider why there are these similarities/ differences.

Describe the convention and whether it is a similarity or difference	What meaning does this convey?	Why does the newspaper design this element in this way? The purpose?

### **Representation:**

How are age, ethnicity, gender and social class represented in both newspapers?

Section A – Language and  
Representations  
Online and Participatory Media

# Section B – Audiences and Industry Radio



Section B – Audiences and  
Industry  
music video

# Section B – Audiences and Industry newspapers

Section B – Audiences and  
Industry  
Online and Participatory

# Section B – Audiences and Industry Film