

Quickfire revision – End of summer exam

Media Yr 10 Ms Iqbal/Mr Clerkin

Fastermind Questions

Section 1 Magazines

MOJOs music magazine genre

Who is the magazine publisher for MOJO?

What is meant by a 'niche' market?

What age group do MOJO magazine target?

How much does MOJO magazine cost?

Who is the target audience for MOJO magazine?

Exam Question - Refer to Magazine Extracts.

How far is media language used differently in **Extracts 1 and 2** to reflect genre conventions?

In your answer you must:

- Analyse examples of how media language is used similarly and differently in Extracts 1 and 2, which are from We Love Pop and MOJO magazines
- Make judgements and reach conclusions about whether there are more similarities due to genre conventions than differences in the extracts
- You must refer to Bloomer and Katz' Uses and Gratification' audience theory

A01 – 10 marks (To analyse)	A02 – 5 marks (To make judgments/conclusions)
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This model answer was rewarded 9 marks for A01 and 4 marks for A02

Always write an introduction e.g.:

In this question I will be discussing how media language is used in the two magazines.

Middle - Make judgement throughout your comparisons, mention three - four points along with the Blumler and Katz theory (see e.g.)

The **colours** that are used in **MOJO** magazine are..... (Why do you think those colours are used? What does it connote?)

The **colours** that are used in '**MAG2**' magazine are..... (Why do you think those colours are used? What does it connote?)

Other comparison points: main image, skyline, masthead, other images, promotional items, cover lines, font

Blumler and Katz theory

Blumler and Katz theory can be linked to the following music magazines through **entertainment**, this is because

Conclusion, two to three sentences in length

Although there are clear differences between the two magazines, I would argue....

Section 2 Television

What time does 'watershed' begin? And what is its purpose?

What does the term regulation mean?

Name the regulation body for television.

Define the term realism.

Define the term escapism.

What does it mean by an 'Eponymous hero'?

What does it mean by Ensemble dramas?

What does Propp's theory state?

In regards to Propp's theory, what is the role of Emma Peel and John Steed?

Outline Van Zoonen's theory.

What does it mean by an Eponymous hero?

What are the conventions of a police (crime) drama?

Exam Question

Analyse how far crime dramas narrate stories from a police's point of view rather than the criminals' point of view. [5]

Give an introduction, two examples along with an explanation for each

How are women represented in The Avengers? [5]

Consider both positive and negative aspects. Use Van Zoonen's theory to support your answer.

Analyse how police officers are shown in Cuffs (season 1, episode 1) [10]

In your answer you must:

Use examples to support your analysis, Make judgements and draw conclusions about how far police officers are represented

Section 3 Newspaper

What type of paper is the Observer?

Define Hard news.

Define soft news.

Outline three advantages of online news.

What is meant by an active and passive audience?

How do newspapers target their audience?

Exam Question

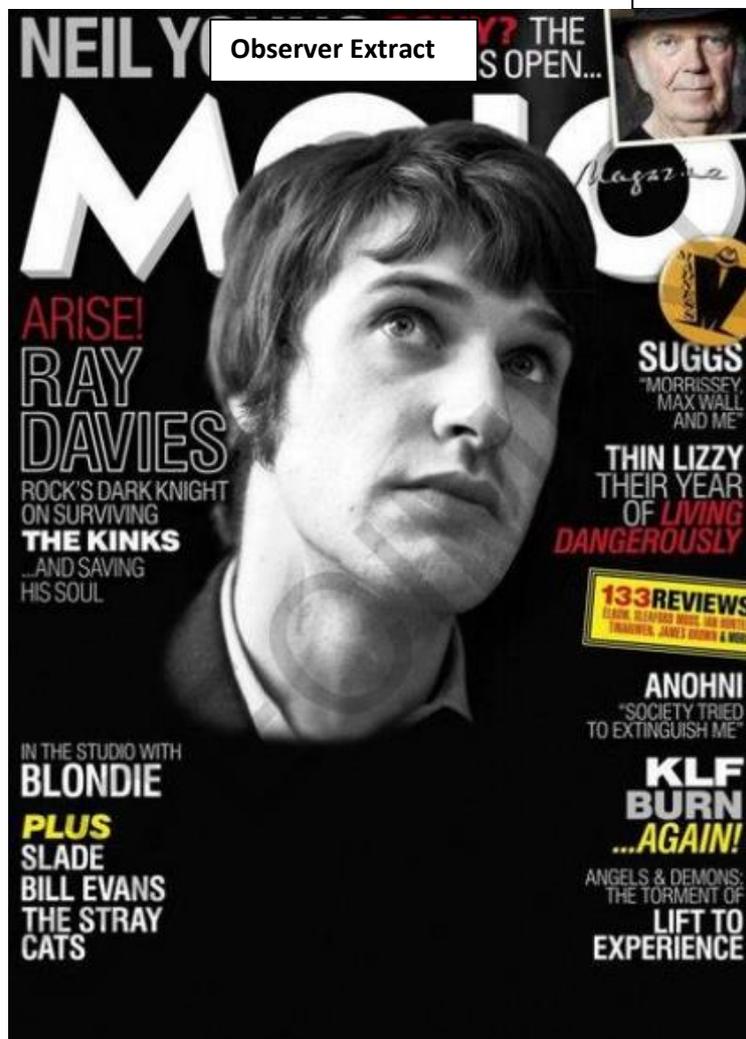
Analyse the representations of social groups in the front page of The Observer. Give two examples from the Observer Extract. [5]

Explain how social and cultural contexts influenced newspapers in the 1960s. Refer to stories from the front pages of the set newspapers you have studied to support your answer. Use the 1960 Extract. [10]

Responses should demonstrate the influence of 1960s social and cultural contexts

Use the article covers and analyse them. Consider the representational points (e.g. gender, ethnicity, class and status)

Magazine Extracts



Unions postpone strike

by DAVID HAWORTH, our Industrial Reporter

THE UNIONS have agreed to postpone their strike against the Government's new pay award for 1968. The decision was reached after a long and bitter struggle, with the unions threatening to go ahead with the strike on October 29th.

The unions, which include the Amalgamated Society of Engineers, the Electrical, Electronic, and Communications Technicians' Association, and the National Union of General Workers, had been demanding a 10 per cent increase in pay, which would have taken them to the level of the public sector.

The Government's award, which was announced on October 24th, offered a 7.5 per cent increase, plus a 2.5 per cent bonus for those who had worked for the Government for more than 10 years.

The unions had been threatening to go ahead with the strike on October 29th, but they have now agreed to postpone it until after the end of the year. This decision was reached after a long and bitter struggle, with the unions threatening to go ahead with the strike on October 29th.



Mr. Norman Smith is shown in a meeting with union leaders.

Police will appease marchers

by Peter Allen

THE POLICE have agreed to meet the demands of the marchers in the anti-nuclear power demonstration. The police have agreed to meet the demands of the marchers in the anti-nuclear power demonstration.



Hopes rise for cease-fire in Vietnam

from ANTHONY HOWARD, Washington, D.C.

HOPE has risen for a cease-fire in Vietnam as the North Vietnamese government has agreed to a 10 per cent reduction in its military forces. The North Vietnamese government has agreed to a 10 per cent reduction in its military forces.

Briton shoots a Gold

by Peter Allen

A BRITON has won a gold medal at the Olympic Games in Mexico City. The Briton has won a gold medal at the Olympic Games in Mexico City.

Jackie: We're very happy

by Peter Allen

JACKIE Kennedy has said she is very happy with her new life in the White House. Jackie Kennedy has said she is very happy with her new life in the White House.



Space men get cabin drill

by Peter Allen

SPACE men are getting a cabin drill in preparation for their mission. Space men are getting a cabin drill in preparation for their mission.

Why she chose Ontario

by Peter Allen

THE REASON why she chose Ontario is because of the good schools. The reason why she chose Ontario is because of the good schools.

100 m.p.h. Gladya

by Peter Allen

A new car, the Gladya, has reached a speed of 100 m.p.h. A new car, the Gladya, has reached a speed of 100 m.p.h.

£25,000 Prize Bond

by Peter Allen

A prize bond of £25,000 has been awarded to a lucky winner. A prize bond of £25,000 has been awarded to a lucky winner.

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IN COLOUR TODAY

SPECIAL MOTORING ISSUE
YOUR CAR AND THE LAW
EXPLAINED
THE ROAD WARRIOR'S
GUIDE TO THE MOTORING
LAW

WHITE HORSE
THE NEW PULL-OUT
BEERS AND DRINKING
TIPS

THE OLYMPICS
THE NEW PULL-OUT
BEERS AND DRINKING
TIPS

EGO
THE NEW PULL-OUT
BEERS AND DRINKING
TIPS

STUDENTS
THE NEW PULL-OUT
BEERS AND DRINKING
TIPS

TELEVISION
THE NEW PULL-OUT
BEERS AND DRINKING
TIPS

TODAY'S WEATHER

Great Savings
STOCKINGS & GLOVES

STOCKINGS & GLOVES

1960 Extracts

London, Sunday, 8 November 1968



Lawyers will urge divorce by consent

by Peter Allen

LAWYERS will urge divorce by consent in the case of a man who has fled from police guard in hospital. Lawyers will urge divorce by consent in the case of a man who has fled from police guard in hospital.

Man flees from police guard in hospital

by Peter Allen

A MAN has fled from police guard in hospital. A man has fled from police guard in hospital.

68 dead in Italian flood

from ANTHONY HOWARD, Washington, D.C.

SIXTY-EIGHT people have died in a flood in Italy. Sixty-eight people have died in a flood in Italy.

Plane hits Alps in snowstorm

by Peter Allen

A PLANE has hit the Alps in a snowstorm. A plane has hit the Alps in a snowstorm.

Wilson-Brown Market clash

by ROSE BELBY, our Political Correspondent

There has been a clash between Wilson and Brown in the market. There has been a clash between Wilson and Brown in the market.

Salvation Army offers to play

by Peter Allen

The Salvation Army has offered to play. The Salvation Army has offered to play.

Storms hit west

by Peter Allen

Storms have hit the west. Storms have hit the west.

So polite, this North Sea spy game

by ANDREW WILSON, our Political Correspondent

The North Sea spy game is so polite. The North Sea spy game is so polite.

MARSHALL & SNEELGROVE
Glamour Styles - Special Plans
410163
MARSHALL & SNEELGROVE
Central Street, London W.1

Zambia halts mission by MPs

by Peter Allen

Zambia has halted its mission by MPs. Zambia has halted its mission by MPs.



Queen visits the mourning valley

from ANTHONY HOWARD, Washington, D.C.

The Queen has visited the mourning valley. The Queen has visited the mourning valley.

Yard suspects Blake used two-way radio

by PETER DELLY

The Yard suspects Blake used a two-way radio. The Yard suspects Blake used a two-way radio.



GEORGE BLAKE

by Peter Allen

Wales Today

'Enough of this sorrow'

by Peter Allen

'Enough of this sorrow'. 'Enough of this sorrow'.

Human wave attack

by Peter Allen

A human wave attack. A human wave attack.



Some soldiers and the crew of a helicopter take to the air during the attack.

Jobs direction if prices and pay plan fails

by Peter Allen

Jobs direction if prices and pay plan fails. Jobs direction if prices and pay plan fails.

Optimism has the edge

by Peter Allen

Optimism has the edge. Optimism has the edge.

Merely trial of sticks

by Peter Allen

Merely trial of sticks. Merely trial of sticks.

MARSHALL & SNEELGROVE
Wolsey
69/-
82/-
MARSHALL & SNEELGROVE
Central Street, London W.1

ANSWERS

Quickfire revision – End of summer exam

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Fastermind Questions

Section 1 Magazines

MOJOs music magazine genre is Classic Rock

Who is the magazine publisher for MOJO? Bauer Media

What is meant by a 'niche' market? Specific market focus

What age group do MOJO magazine target? Males aged 35+

How much does MOJO magazine cost? £5.25

Who is the target audience for MOJO magazine? 35+ but have a high proportion of 15 – 34

Exam Question - Refer to Magazine Extracts.

How far is media language used differently in **Extracts 1 and 2** to reflect genre conventions?

In your answer you must:

- Analyse examples of how media language is used similarly and differently in Extracts 1 and 2, which are from We Love Pop and MOJO magazines
- Make judgements and reach conclusions about whether there are more similarities due to genre conventions than differences in the extracts
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This model answer was rewarded 9 marks for A01 and 4 marks for A02

INTRODUCTION: There are some clear similarities between WLP and MOJO Magazine in terms of their use of media language and genre conventions.

MIDDLE: Both magazines feature a range of musicians on the front cover, MOJO Magazine has a medium close up of Ray Davies whilst WLP contains a variety of images of artists including Little Mix and Zara Larsson. Both magazines follow a conventional magazine front cover layout through their use of relevant music-related cover lines. The use of cover lines and relevant images is a convention of most magazine front cover layouts and can be seen on magazines from a wide variety of different genres.

Both magazines have a masthead although neither of them is displayed particularly prominently which is unconventional for magazine front covers. MOJO masthead is obscured by Ray Davies's head and WLP masthead is in the top left hand corner rather than conventionally placed across the top of the magazine front cover.

Although both magazine front covers follow the convention of having a simple colour palette there are also some very clear differences in the use of media language on the front covers. The use of colour and style of font are two of the most obvious differences.

MOJO Magazine has a very monochrome, masculine colour scheme of black, white and red (with small splashes of yellow). This use of colour connotes a serious tone to the content of the magazine and is appropriate for the rock genre that the magazine is from. WLP uses a much brighter more saturated set of colours including neon pink, white and black which connotes a brighter more fun feel to the magazine. The use of font is also contrasting. MOJO Magazine uses block capitals in a sans-serif font throughout which gives the magazine front cover a formal less-cluttered look than WLP which uses a range of different fonts, some of which look like handwriting or paint splashes. The use of font on the front cover of WLP gives the front cover an informal tone and more cluttered layout.

END: Although there are clear differences between the two magazines, I would argue that the similarities that these magazines have are due to the more formal conventions of magazine front covers in general, as regardless of the genre there are going to be shared conventions such as the use of images, the placement of cover lines, the use of a masthead and a range of content.

Section 2 Television

What time does 'watershed' begin? And what is its purpose? 9pm. The watershed means the time when TV programmes which might be unsuitable for children can be broadcast.

What does the term regulation mean? A rule made and maintained by an authority to protect the public

Name the regulation body for television. OFCOM

Define the term realism. Representing a person or thing in a way that is accurate and true to life.

Define the term escapism. The avoidance of unpleasant, boring daily life aspects.

What does it mean by an 'Eponymous hero'? When the drama is named after the person/duo

What does Propp's theory state? Propp states that in MOST narratives there are a set of main character roles

In regards to Propp's theory, what is the role of Emma Peel and John Steed?

John Steed is the hero (main protagonist) and Emma Peel is the helper

Outline Van Zoonen's theory. Van Zoonen believes the media portray images of stereotypical women and this behaviour reinforces societal views.

The media does this because they believe it reflects dominant social values (what people believe in) and male producers are influenced by this. This is a patriarchy (a society ran by men for men) which dominates and oppresses women.

What does it mean by an Eponymous hero? When the drama is named after the person/duo.

What does it mean by Ensemble dramas? The drama is named after the unified members working together. (E.g. The Avengers and Cuffs)

What are the conventions of a police (crime) drama? (Answers may include)

Angry police officer, Shocked suspect, Interview room, The story of the police trying to find the criminal, The close-up camera shot of the policeman's fist, Serious music, Dim lighting, The subject is law and order (police/agent) versus crime, Conflict

Exam Question

Analyse how far crime dramas narrate stories from a police's point of view rather than the criminals' point of view. [5] *Give an introduction, two examples along with an explanation for each*

-Crime dramas are narrated from a police officer's point of view because there is usually a detective that is the lead protagonist throughout every episode.

-But, as Propp states there will usually be a villain, so there will also need to focus on the antagonist which is the criminal.

-Crime dramas focus on solving crimes so having the narrative shown from a police perspective would help aid the show

How are women represented in The Avengers?

- Peel's tight-fitting black cat-suit costume sexualises her for a male audience
- John Steed and Emma Peel having a flirtatious relationship
- Emma Peel has a leading role
- Emma Peel is not the main protagonist, she is the helper
- The female teacher is very submissive to Brandon (her male counterpart)
- Only two women are featured throughout the episode, males were more dominant on television, this links to the patriarchy society
- Conform: In regards to Van Zoonen's theory Emma Peel is sexualised by her outfits
- Against: Emma Peel has a leading role in the series and helps to solve the case
- (any other relevant point)

Analyse how police officers are shown in Cuffs (season 1, episode 1) [10]

Media language:

- How choice of elements of media language influences meaning, including to create narratives, to portray aspects of reality, to construct points of view, and to represent the world in ways that convey messages and values.

Representation:

- The different functions and uses of stereotypes
- The ways aspects of reality may be represented differently depending on the purposes of the producers.
- The officers do not seem to hold much authority by the public as they are mocked in various scenes

Evidence and examples might include:

- Cross-cutting between the serious nature of the presentation of the new recruits and the somewhat farcical nature of the fight scene on the beach between the nudists and the participants in the stag do
- The use of the voice-over of the Chief Superintendent describing the serious nature of policing heard throughout the fight scene which creates humour
- PC Vickers being filmed and spat at

Section 3 Newspaper

What type of paper is the Observer? A broadsheet

Define Hard news. "Compact" are newspapers with more traditional content such as politics and world issues.

Define soft news. *'Red tops'* has an emphasis on sensational crime stories, astrology, celebrity gossip and television

Outline three advantages of online news. Live updates, Let users "share" "like" or "recommend" content via Facebook/twitter and other social media platforms, A comment section, Links to related and recommended content, Greater prominence of lifestyle, opinion and sports articles, More images, Longer headlines to attract click through on social media, Options to subscribe

What is meant by an active and passive audience? A passive audience accepts the message in the way the media outlet intended it while an active audience questions what they see and independently form their own opinions.

How do newspapers target their audience? Newspapers are accessible through various platforms, Frequent updates with online platforms, Encourage reader loyalty, Attract new readers and increase subscriptions, A newspaper political stance will attract a target audience and define the paper's identity, Audience are able to relate and agree with their views, Newspapers are traditionally passive but now due to social media such as twitter, audiences are able to be more active and get their points across

Exam Question

Analyse the representations of social groups in the front page of The Observer. Give two examples from the Observer Extract. [5] (Representation) - Social group' may include groups defined by gender, sexuality, race and/or ethnicity, class, age, disability/ability and any other demographic category. 'Social group' may also include groups such as actors, cooks, bankers, and political stance.

Examples may include:

- The cook named are female, which may reinforce traditional stereotypes of domestic femininity (though this is unusual for The Observer)
- The Trump headline fits The Observer's centre left political stance (reinforcing their more favoured liberal, equal opportunity news agenda)
- Female posing in a powerful stance highlighting her power which goes against conventional female stereotypes

Explain how social and cultural contexts influenced newspapers in the 1960s. Refer to stories from the front pages of the set newspapers you have studied to support your answer. Use the 1960 Extract. [10]

Responses should demonstrate the influence of 1960s social and cultural contexts as they influence and are reflected in 1960s newspapers through some of the following:

- The persistence of gender inequalities and traditional gender roles in the 1960s is reflected in female exclusion from nearly all news about politics, the law, and the economy
- Most women are referenced in relation to 'women's issues' such as knitting or in terms of their relationship with men in stories such as 'Jackie: we're very happy' that reflect their patriarchal social/cultural context
- The lesser development of marketing and of celebrity culture in the 1960s compared to today is reflected in the relative lack of self-promotion in the 1960s front pages
- The lower cultural expectations of colour and photography in newspapers in the 1960s is reflected in their monochrome, text-heavy layout
- Any other relevant context and influence.

