Media Studies Summer Work

Media Language knowledge questions

1. Define media language
2. What are media codes
3. Technical codes are defined as
4. Symbolic codes are defined as
5. Media conventions are
6. The term denote refers to
7. The term connote refers to
8. Define the term target audience
9. Define the term genre
10. What is meant by 'media text'
11. Define a niche market
12. Define a mass market
13. What does it mean by stereotype?
14. What does it mean by ideology?
15. Outline the four categories of Blumler and Katz 'Uses and Gratification theory.
16. Define intertextuality
17. Name the five areas of representation in terms of target audiences.
18. What is the NRS social grade table
19. Name the four classes

Music Magazine knowledge questions

1. What is the genre for MOJO magazine?
2. Who is the magazine publisher for MOJO?
3. Is MOJO nice or mass marketed?
4. What age group does MOJO magazine target?
5. How much does MOJO magazine cost?
6. Name three conventions that can be outlined on all magazines, regardless of their genre

Music Magazine exam question

1. How far is media language used differently in **Extracts 1 and 2** to reflect genre conventions?
   - 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 Blumler and Katz' Uses and Gratification' audience theory **[15]**

The Lego Movie: Industry knowledge questions

1. Name the Big Six film companies (in terms of the <u>film company</u> name ONLY)
2. How much of the North American market share do the Big Six own combined?
3. Each of The Big Six institutions produce an average of how many films a year?
4. Define the term conglomerate
5. Define the term subsidary

6. What is the average film budget for a Hollywood film?
7. What does it mean by vertical integration?
8. What does it mean by horizontal integration?
9. Name the most expensive film made by one of the Big Six
10. Name the three stages of a film cycle

The Lego Movie and Lego: Industry knowledge questions

1. Name the conglomerate that owns the film company that produced the Lego Movie
2. The Lego Movie was produced by which film company?
3. The Lego Movie was defined as a 'tent pole' film. What does the term 'tent pole' mean?
4. What number was The Lego Movie ranked?
5. What year was the Lego Movie released?
6. How many theme parks did Lego give away to Merlin Entertainments?
7. Why did Lego produce 'Lego Friends'?
8. How did licencing Star Wars characters and vehicles help the Lego Company?
9. Explain how the following characters support Propp's theory. *Emmet, Wyldstyle* and *Batman*
10. Why was The Lego Movie a successful film?

The Lego Movie exam question

1. Explain **two** ways of marketing a film. **[4]**

The Lego Movie: Advertisement

1. What is the purpose of advertising?
2. Define the conventions of a teaser poster
3. Define the conventions of a theatrical poster

The Lego Movie Advertisement exam question

1. Analyse how stereotypes have been represented in *The Lego Movie* poster campaign. Consider how they challenge and conform. Refer to **Extract 3**. **[5]**

The Lego Move: Game knowledge questions

1. Name 2 similarities between the movie and the game.
2. Players do not have to have watch The Lego Movie before playing the game. Name one advantage to this.
3. Why include DC superhero characters?
4. Why release the game on all major platforms and mobile devices?
5. Do you think the movie or the game would have the younger target audience? Explain
6. Identify the organisation that 'age rates' video games in the UK.

The Lego Move Game exam questions

1. Explain two reasons why a film company would release a video game linked to a film. **[4]**
2. Explain at least **two** ways that audiences are active rather than passive when playing video games. Refer to *The Lego Movie* video game to support your answer. **[10]**

Music Video knowledge questions

1. What is the purpose of music videos?
2. What are the conventions of a narrative music video?
3. What are the conventions of a performance music video?
4. What are the conventions of a concept music video?
5. Define the term expressionistic.
6. Define the term naturalistic.
7. What position was 'If I were a boy' in term of US and UK chart?
8. What position was 'Uptown Funk in term of US and UK chart?
9. What does it mean by high saturation?
10. What does it mean by monochrome?

Music Video exam questions

1. Explain how music videos use representations to create difference. Refer to Uptown Funk and If I were a boy. Use different representations to support your answer. **[10]**

Radio knowledge questions

2. What does it mean by commercial radio stations? Give an example of one.
3. What does it mean by non-commercial stations? Give an example of one.
4. What year did pirate radio stations become popular?
5. What is the royal charter?
6. What does it mean by public service broadcasting?
7. What is the purpose of the TV license?
8. How many radio stations does the BBC have?
9. Name the regulation body for radio.
10. Who is the presenter for BBC Live Lounge?

Radio exam questions

1. Explain one way that music radio stations can meet the requirements of public service broadcasting (PSB). Use the Radio 1 Live Lounge as an example in your answer. **[4]**
2. How does radio stations such as BBC Radio 1 (Live Lounge) maintain audiences? **[5]**
3. How has the increase use of technology help BBC Radio Live Lounge? **[4]**

News knowledge questions

1. Name four typical conventions that are expected on a front cover of a newspaper?
2. Name the regulator for news.
3. What does it mean by an active audience?
4. What does it mean by a passive audience?
5. Define the term hard news.
6. Define the term soft news.
7. Name the three types of newspapers.
8. Why is the Guardian and Observer linked?

1. Explain one of the uses and gratifications of online news using Blumler and Katz's theory. Use the online version of *The Observer* as an example in your answer. **[4]**
2. Analyse the representations of social groups in **Extract 4**, the front page of *The Observer*. Give two examples from the extract. **[5]**

3. How far does the media language in **Extract 4**, the front of The Observer, reflect genre conventions?
   In your answer you should:
- analyse the media language in **Extract 4**, giving examples from the extract
- make judgements and draw conclusions about how far the media language reflects generic conventions or other areas of the theoretical framework and media contexts. **[10]**

Crime knowledge questions

1. Define the term stereotype.
2. Define the term countertype.
3. Define escapism.
4. Define realism.
5. What is an 'eponymous hero'.
6. What does it mean by 'ensemble dramas'.
7. Define Propp's theorist.
8. Name the regulation for television.
9. What was the issues with television in the 60s
10. Name four conventions of a crime drama.

Crime Drama exam questions

1. Analyse how far Cuffs creates a humorous view of policing. In your answer you must:
- analyse aspects of the extract using examples to support your analysis
- make judgements and draw conclusions about how far these aspects create a humorous view of policing. **[10]**

2. How far does *Cuffs* adapt police drama genre conventions for a family audience?
- analyse the extract's use of genre conventions
- make judgements and draw conclusions about how far the extract adapts the conventions of police drama to fit its scheduling and audience. **[15]**

3. State one way audiences can watch dramas like *Cuffs* after they have first been shown on television. Explain why audiences might prefer these ways. **[3]**
4. Explain how historical contexts influenced the portrayal of heroes and villains in television programmes. Refer to *The Avengers* from 1965 to support your answer. **[10]**
5. How does The Avengers challenge and conform to stereotypes. **[10]**