

Exam details:	Comp 1 - Set products	Comp 2 – Set products	Theoretical Framework
<p><b>Component 1 - 135m</b></p> <p>Section A = ML + Reps</p> <p>Section B = Ind + Aud</p> <p><b>Component 2 - 150m</b></p> <p>A = TV in Global Age</p> <p>B = Magazines</p> <p>C = Online Media</p> <p><b>Non - Exam Assessment: Component 3</b></p> <p>A cross-media production set by the exam board</p>	<p><b>Advertising + Marketing</b></p> <ul style="list-style-type: none"> <li>- Kiss of the Vampire (1963)</li> <li>- Super. Human. Tokyo. (2020)</li> <li>- Tide (1950s)</li> </ul> <p><b>Music Videos</b></p> <ul style="list-style-type: none"> <li>- Formation, Beyoncé Knowles (2016)</li> <li>- A Little Bit of Love, Tom Grennan (2021)</li> </ul> <p><b>Newspapers</b></p> <ul style="list-style-type: none"> <li>- The Times (1st February 2022)</li> <li>- The Daily Mirror (1st February 2022)</li> </ul> <p><b>Radio</b></p> <ul style="list-style-type: none"> <li>- Have you Heard George's Podcast? (BBC, Radio 5 Live)</li> </ul> <p><b>Video Games</b></p> <ul style="list-style-type: none"> <li>- Assassin's Creed Franchise</li> </ul> <p><b>Film Marketing</b></p> <ul style="list-style-type: none"> <li>- I, Daniel Blake (2016)</li> <li>- Black Panther (2018)</li> </ul>	<p><b>TV in Global Age</b></p> <ul style="list-style-type: none"> <li>- Peaky Blinders (Series 1, Episode 1)</li> <li>- The Bridge (Series 3, Episode 1)</li> </ul> <p><b>Magazines</b></p> <ul style="list-style-type: none"> <li>- Vogue (1965)</li> <li>- The Big Issue (25<sup>th</sup> Anniversary Edition)</li> </ul> <p><b>Online Media</b></p> <ul style="list-style-type: none"> <li>- KSI/Zoella (Youtube/W ebsite/Twitt er)</li> <li>- Attitude (Website/M agazine)</li> </ul>	<div data-bbox="1211 172 1960 523" data-label="Diagram"> </div> <p>All of the elements of the theoretical frames work link together to provide you with the tools to help you develop a critical understanding of the media</p> <p><b>Media Language</b> - how media communicates meaning through <b>form, codes + conventions</b> and techniques</p> <p><b>Representation</b> - how media <b>construct representations</b> of events, issues, individuals &amp; social groups</p> <p><b>Industries</b> - how <b>production, distribution &amp; circulation</b> are linked to &amp; affect media forms &amp; platforms</p> <p><b>Audiences</b> - how media forms <b>target, reach</b> and <b>address audiences</b>. How audiences might <b>interpret</b> and <b>respond</b> to different media forms and how audiences may themselves become producers</p>
<p><b>Terminology</b></p>	<p><b>Media Contexts</b></p>		
<p><b>Circulation</b> - count of how many copies of a particular publication are distributed.</p> <p><b>Codes</b> - signs + symbols in a media product that create connotations to direct the audience towards the product's meaning</p> <p><b>Conventions</b> - what the audience expects to see in a particular media product</p> <p><b>Distribution</b> - methods by which products are delivered to audiences</p> <p><b>Forms</b> - Different types of media, e.g.music, newspapers, radio, etc.</p> <p><b>Narrative</b> - The longer story the product is telling. Even print images have a narrative that goes beyond what you see</p> <p><b>Prosumer</b> - A media <i>consumer</i> who also <i>produces</i> their own media content</p> <p><b>Reception</b> - the process by which the meaning in a media product is received and understood by an audience</p> <p><b>Synergy</b> - when different companies work together for a positive outcome - increasing audience and profit</p>	<p>Contexts are the aspects of the environment that surrounds a product at the time of its creation, <b>distribution, circulation</b> or <b>reception</b> that may affect its meaning</p> <ul style="list-style-type: none"> <li>• <b>Historical</b> - how does the product reflect the time in which it was made?</li> <li>• <b>Social</b> - how does the product reflect the ideas and concerns of the society in which it was made?</li> <li>• <b>Cultural</b> - how might cultural factors such as class and background be reflected and affect understanding?</li> <li>• <b>Political</b> - how does the product reflect the political climate in which it was made?</li> <li>• <b>Economic</b> - what effect do aspects such as ownership and funding have on a product?</li> </ul>		

