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| **Component 1 – Media Products, Industries and Audiences** |
| **Written exam: 2 hours 15 minutes (35%)**  This exam covers breadth of forms, a range of set products studied in relation to key areas of the theoretical framework. The exam includes analysis of unseen resources.  **Section A**: **media language and representations** in relation to the following media forms: advertising & marketing, music video or newspapers.  There will be **two** questions.   * One question will assess media language in relation to an unseen resource (AO2 – 30 marks) * One extended question will assess representation through the comparison of one set product with an unseen resource – social and cultural context will be explored here, too (AO2 – 15 marks)   **Section A - 45 marks**  **Section B**: **media industries and audiences** in relation to the following media forms: advertising, film cross media study, newspapers, radio, video games  There will be **two** questions.   * One stepped question assessing knowledge and understanding of **media industries** in relation to one form studies (AO1) * One stepped question assessing knowledge and understanding of **audiences** in relation to a different media form from that assesses in question one (AO1)   **Section B - 45 marks** |
| **Component 2 – Media Forms and Products in Depth** |
| **Written exam: 2 hours 30 minutes (35%)**  This exam covers three forms studied in depth, in relation to all areas of the theoretical framework. The exam is based on set products.  **Section A**: **Television in the Global Age** (AO1 & AO2 - **30 marks**)  There will be **one** two-part question or **one** extended response question.  **Section B**: **Magazines: Mainstream and Alternative Media** (AO1 & AO2 - **30 marks**)  There will be **one** two-part question or **one** extended response question.  **Section C**: **Media in the Online Age** (AO1 & AO2 - **30 marks**)  There will be **one** two-part question or **one** extended response question.  Each part of a two-part question will be based on **one** set product. Extended response questions will be based on **both** of the set products for that form. |
| **Component 3 – Cross Media Production** |
| **Non-exam assessment (30%)**  You will need to create an individual **cross-media production** in two forms, for an intended audience. You will need to apply knowledge and understanding of the theoretical framework of media to communicate meaning.  A range of briefs in four media forms will be set annually.   * **10 marks** are available for the statement of aims to create a cross-media production for an intended audience. * **20 marks** are available for creating a cross-media production that meets the requirements of the set brief, including suitability for the specified forms, industry context and target audience. * **30 marks** are available for creating a cross-media production that uses media language to communicate meanings and construct representations. |

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| **Component 1 – Exam Structure (2 hours 15 mins)** | | | | |
| **Q** | **Alternative 1** | **Alternative 2** | **Notes** | **Texts to Study** |
| 1 | **Media Language (15) – Video as Unseen Text**  (30 mins – including 2 Viewings separated by 5 min gap for note-taking) | **Representation (30) – Video as Unseen Text**  (1 Hour - including 3 Viewings separated by 5 min gaps for note-taking) | **Can only be:**  TV Advert, Music Video, News broadcast. | **Adverts:** Tide, Kiss of the Vampire, 2020 Para Olympics  **Music Videos:** A Little Bit of Love (Tom Grennan), Formation (Beyoncé)  **Newspapers:** The Daily Mirror, The Times (Partygate – 1st February Edition) |
| 2 | **Representation (30) – Print as Unseen Text**  (1 Hour – including any note-taking time) | **Media Language (15) – Print as Unseen text**  (30 mins – including any note-taking time) | **Can only be:**  Print Advert, Newspapers, Film Poster. |
| 3 | **Industry (25)**  – **question split into 4 sub sections (a, b, c, d):**  2 Small questions - worth 1 & 2 marks and 2 larger questions - worth 10 & 12 marks.  (1 min per mark – full question should take approx. 25 mins) | | **Can only be:** Newspapers, Film Marketing, Radio, Video Games | **Newspapers:** The Daily Mirror, The Times (Full Newspaper Analysis)  **Film Marketing:** Black Panther, I Daniel Blake  **Radio:** Have you Heard George’s Podcast?  **Video Games:** Assassin’s Creed Franchise |
| 4 | **Audience (20)**  – **question split into 2 sub sections** **(a, b):**  2 large (ish) questions - worth 8 & 12 marks.  (1 min per mark – full question should take approx. 20 mins) | | **Can only be:** Newspapers, Adverts, Radio, Video Games | **Newspapers:** The Daily Mirror, The Times (Full Newspaper Analysis)  **Adverts:** Tide, 2020 Para Olympics  **Radio**: Have you heard George’s Podacast?  **Video Games:** Assassin’s Creed Franchise |

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| **Component 2 – Exam Structure (2 hours 30 mins)** | | | |
| **S** | **Alternative 1** | **Alternative 2** | **Texts to Study** |
| A | **Section A: Television in the Global Age** | | **Crime Dramas:**  **Peaky Blinders** (Domestic),  **The Bridge** (Foreign) |
| **1 Question (30):**  Using one, some or all of the framework areas – Media Language, Representation, Industry, Audience, Context – to discuss and answer the question referencing BOTH the two texts you studied.  (Take approx. 50 mins) | **2 smaller Questions (a, b):**  Using one, some or all of the framework areas – Media Language, Representation, Industry, Audience, Context – to discuss and answer the 2 questions – each one should focus on a single text individually.  (Take approx. 25 mins for each sub question – 50 mins overall) |
| B | **Section B: Magazines – Mainstream & Alternative Media** | | **Magazines:**  **Woman** (Mainstream - Historical),  **Adbusters** (Alternative) |
| **1 Question (30):**  Using one, some or all of the framework areas – Media Language, Representation, Industry, Audience, Context – to discuss and answer the question referencing BOTH the two texts you studied.  (Take approx. 50 mins) | **2 smaller Questions (a, b):**  Using one, some or all of the framework areas – Media Language, Representation, Industry, Audience, Context – to discuss and answer the 2 questions – each one should focus on a single text individually.  (Take approx. 25 mins for each sub question – 50 mins overall) |
| C | **Section C: Online Media - Websites & Blogs** | | **Websites & Blogs:**  **KSI** (Mainstream),  **Attitude** (Alternative / Niche) |
| **1 Question (30):**  Using one, some or allof the framework areas – Media Language, Representation, Industry, Audience, Context – to discuss and answer the question referencing BOTH the two texts you studied.  (Take approx. 50 mins) | **2 smaller Questions (a, b):**  Using one, some or all of the framework areas – Media Language, Representation, Industry, Audience, Context – to discuss and answer the 2 questions – each one should focus on a single text individually.  (Take approx. 25 mins for each sub question – 50 mins overall) |