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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 gamesThere 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) |