



# Knowledge Check and Check It answers

Some of the Knowledge Check questions ask you to analyse the Close Study Products (CSPs) in various ways. Full answers have not been given to these questions, as it is not our intention to give you analytical answers that you can memorise for an exam – analyses should always be your own response to the product. Instead, we have given you some examples of the type of response you could give, without covering every aspect required.

## Introduction

### Knowledge Check 0.1

The woman's loneliness; her distance from other people; how alone the woman is.

### Knowledge Check 0.2

A stereotype is the representation of a social group by reducing them to a limited set of characteristics or preconceived ideas.

### Knowledge Check 0.3

- The position of the woman suggests her loneliness and distance from others.
- The blue colour could connote coldness, in temperature or emotion.
- The size of the woman connotes how insignificant she might feel.
- The slogan on the advert is larger than the woman, to catch the eye of the reader.
- Age UK is the only aspect that has much colour, which draws the eye to it.

### Knowledge Check 0.4

A group of companies drawn together under single ownership, with a parent company and subsidiary companies.

## Chapter 1 The theoretical framework and analysis

### Knowledge Check 1.1

- 1 The screenshot denotes a man standing on a bridge in front of the Houses of Parliament.
- 2 The background connotes the British government. The juxtaposition of the man with the background suggests that he is something to do with the British government.
- 3 The lyrics of the rap/song help to anchor the meaning. 'We are the ones making politics.'

## Chapter 2 Media Language

### Knowledge Check 2.1

The juxtaposition of the headline with the images, along with: the insert image of the parking charge notice, the subhead above the main headline and the bullet points under the first photograph.

- Folio
- Boxed story
- Copy
- Columns
- Standfirst
- Graphic features
- Buzzword
- By-line
- Lead
- Body
- Pull quote

**At last, Muirfield men let women join their golf club**

**Boy of 11 will be conductor**

**MOONLIGHTS**

**EXCLUSIVE**

**The UK's lowest priced fibre**  
including line rental  
**£20 a month**

**Get superfast Sky Fibre**

**South Sky Fibre or call 0800 160 131**

**PARKING FIRMS TARGET ELDERLY**

# PREY & DISPLAY

**Wardens ordered to lie in wait for unsuspecting drivers**

**AA calls for crackdown on shady cash-gathering tactics**

**THEIR TRICKS**

**Fining motorists for leaving their permits in wrong window**

**Drivers who don't realise they've parked incorrectly & leave their car for days can be issued with a 24-hour notice**

**Your legal rights if you get ticket**

**COMMENT**

**EXCLUSIVE**

**Pathological liar 'chain in Candy baffle'**

- Dateline
- Strapline
- Headline
- Main image
- Superimposed image
- Caption
- Panel
- Graphic features
- Single column story

Knowledge Check 2.2

- Website
- Masthead
- Strapline
- Dateline/edition
- Incentive
- Headline (full caps)
- Standfirst
- Small image (cut-out image)

**DAILY MIRROR** NEWSPAPER OF THE YEAR  
Wednesday, March 15, 2017

**Free**

**12 page pullout on the big festival**

**£5 free online bet with StanJames.com**

**Open to new and existing customers**

**CHELTENHAM FESTIVAL**

**Mirror DAY 2**

**CRY WOLF**

**Newsboy's ITV/Riebie**

**FRAUD COPS GRILL TORY MP**

**Six-hour interview after Daily Mirror probe into alleged election overspending**

- Price
- Teaser/plug (ear advertisement if it is a commercial advert)
- Splash
- Photo/image
- Cover story/article
- By-line
- Lead/lead paragraph (with 5Ws)
- Body
- Jump/jumpline

### Knowledge Check 2.3

This is a long shot of a park. There is a woman in black, doing yoga, in the foreground of the image. There are more people in the middle ground, all in the same pose, and in the background there are hedges and trees. The woman at the front is positioned to make use of the rule of thirds, with her arm reaching up on one of the vertical lines from a rule of thirds grid, and her trunk being positioned on one of the horizontal lines. The image has been taken using deep focus, so that everyone is in focus from front to back.

### Knowledge Check 2.4

This medium shot from 'Co-Owner of a Lonely Heart' shows one of the main characters towards the centre, sitting at a desk in school. In this still, the lighting looks like low-key lighting, as there are large areas of blackness. There is a dramatic contrast between the dark and light areas of her face. The scene has a shallow depth of field, so the people in front of and behind the main character are out of focus.

### Knowledge Check 2.5

Shot number	Shot size	Camera angle	Camera movement (if any)	Other shot description (if any)
1	Extreme long-shot	Overhead/bird's eye view	Crane shot	April in room
2	Close-up	Level	Tracking	April's hand holding weapon, point-of-view shot (POV)
3	Close-up	Low angle	Slight tilt	April's face
4	Close-up	Eye level	Static	Mrs Ames' face, over-the-shoulder shot (dialogue – first shot)
5	Close-up	Eye level	Static	Miss Quill's face, over-the-shoulder shot (dialogue – reverse shot)
6	Close-up	Eye level	Panning	Mrs Ames' face, Miss Quill turns
7	Medium close-up	Eye level	Static	Two-shot, April and friend
8	Close-up	Low angle	Crane shot (movement downwards)	April's face (shot)
9	Close-up	Eye level	Crane shot (movement upwards)	Huw MacLean's face (reverse shot)
10	Close-up	Eye level	Static	Huw MacLean moves – shot follows jump-cut

### Knowledge Check 2.6

- A sequence with continuity editing shows a continuous sequence of action over several shots, using match-on-action editing. A montage sequence shows a series of actions from different moments in a story.
- A title sequence includes the title graphics of the programme; a pre-title sequence introduces part of the story and some of the characters before the title is shown.
- Cross-cutting involves alternately cutting from one event or location to another and back, to show that two things are happening at the same time. A cutaway is an edit that interrupts one shot by cutting to another, usually related, image. This could be a small detail within the same scene, and could either reveal this detail, or hide part of the action from the audience.
- A cut is an instant change between two shots. A dissolve allows one shot to gradually merge into the next.

### Knowledge Check 2.7

Diegetic: moped engine, whistles, shouts, man talking, vehicles hooting, car engine – all of which help to establish the actions at the start of the scene. Seagulls – help to re-establish the seaside location as they drive away.

Non-diegetic: music ('Moon River', performed by Audrey Hepburn) – relaxed pace, romantic, direct link to the Hollywood star Audrey Hepburn.

### Knowledge Check 2.8

A sample answer based on the *Daily Mirror*.

The front cover of *Reveal* has a bright, cheerful colour palette. This has been limited to particular shades of yellow, red, pink and mint green. The layout of the cover is complex but very informal, with several different photographs and cover lines, and no white space, connoting that the magazine is full of information. The photographs of Katie Price and Peter Andre are juxtaposed with the yellow cover line 'Katie plots secret meetings with Pete', which connotes a mystery between the two celebrities. The image of Peter Andre holding a phone reinforces the meaning of the cover line. Design elements include quote marks around each of the cover lines at the top right-hand of the cover, showing that these are quotes from Lauren. These pull quotes are superimposed on the image of Lauren, anchoring them as being from the article about her. The fonts used are all sans serif, connoting a friendly and informal mode of address. The major cover lines are mostly in upper case, while the extra information about each article is mostly in lower case.

### Knowledge Check 2.9

A sample answer based on the *Daily Mirror*.

The front page of the *Daily Mirror* has a red masthead, using a sans serif font. This catches the eye but suggests a modern approach to the news. The page is dominated by a splash for a free pull-out for the Cheltenham races. The photo of the racehorse anchors the title 'Cheltenham'. Below this is the headline for the front page story, which uses slang and abbreviations to get its meaning across. The article consists of one lead paragraph, with a jumpline to more information inside the newspaper. There is a by-line showing who wrote the article, and a standfirst below the headline adding more information. The teaser at the top of the page leads the reader to a story about parking wardens further on in the newspaper.

### Knowledge Check 2.10

The diagram illustrates the layout of the Xbox 360 game 'Tomb Raider: Underworld' covers. On the left, the back cover is shown with labels pointing to various elements: 'Back' (the entire back cover), 'Main image' (Lara Croft's portrait), 'Screenshots' (small images of game scenes), 'Spine' (the vertical text on the left edge), 'Blurbs' (text blocks on the back cover), 'Company logos' (Eidos and Microsoft logos), 'Credit block' (small text at the bottom), and 'Barcode' (the barcode at the bottom). On the right, the front cover is shown with labels: 'Xbox 360' (the logo at the top left), 'LIVE' (the logo at the top right), 'Skyline' (the background image of a city), 'Format' (the Xbox 360 logo), 'Title' ('TOMB RAIDER'), 'Sub-heading' ('UNDERWORLD'), 'Main image' (Lara Croft's full-body image), and 'Age rating/PEGI certification' (the '16+' rating at the bottom left).

### Knowledge Check 2.11

The mobile version is less cluttered at the top of the page, having simply the logo and navburger icon above the first image. The computer version has the logo, the social media icons and the navbar above the same image. Navigation on the computer screen is via this navbar, on a pastel peach background, running across the whole screen just under the logo, whereas on the mobile screen navigation is via a navburger icon, which then gives a drop-down menu. Clicking on a term in the navigation menu in the computer website opens a drop-down menu for that section of the website. Unlike the drop-downs on the mobile, this one includes images as well as page names. The search box on the computer page is visible at all times, but the search box on the mobile device can only be seen when the drop-down menu is displayed. Like the Zoella logo itself, the social media icons on the mobile version are in pastel-coloured circles to make them stand out from the page, while those on the computer version are simply black on a white background. On the computer screen, there is a call to action to 'share' the blog post, in a pastel circle next to the first image in the post.

### Knowledge Check 2.12

This is an extreme long-shot of one scene within one level of the gameplay. The protagonist can be seen from a high-angle shot, making her potential routes, obstacles and actions clear. The objective within this scene is to move the avatar from her starting point at the left-hand side to the higher route going off to the top right of the screen.

Assets include:

- The avatar of the Lara Croft character, the game's protagonist controlled by the player.
- The interactive element (prop) she is holding: a spear. This power-up allows the avatar to kill the snakes from a distance
- The interactive element (prop) she can pick up: the flame. This power-up will act as a control for the snakes, forcing them to move back one step.
- The snakes, which are antagonistic characters that will attack the avatar if she steps in front of them.

The environment includes:

- Detailed background graphics of a cave with numerous obstacles evident for the protagonist to overcome.
- The interactive element (game control) of the handle in the cave wall, that stops the spears from shooting out of the wall when it is pulled by the avatar.
- The interactive element (environment) of the cracks in the floor, which will break if the avatar steps on them for a second time.
- The grid-like route through the cave, which provides for turn-based gameplay.
- Low-key lighting in the cave, with a spotlight on the protagonist.

### Knowledge Check 2.13

Image	Colour	Potential meaning of colour	Potential meaning of content
	Black and white	Timeless, classic, old-fashioned, historical	Desolation, loneliness, time passing, hopelessness
	Sepia	Old, memories, nostalgia	Time passing, history
	White	Innocent, child-like, ghostly	Magic, fairy tales
	Black	Scary, death, evil	Magic, evil
	Red	Danger, lust, blood, romance	Romance, love
	Green	Natural, healthy, environmentally friendly	Good health, healthy eating
	Blue	Cool, calm, logical, scientific	Computers, artificial intelligence (AI), the modern world
	Gold	Classic, royal, luxury	Luxury, over-indulgence
	Rainbow	Childhood, happiness, gay pride, diversity	Magic, religion, happiness, nature

**Knowledge Check 2.14**

The man standing is leaning across the table, looking slightly aggressive towards the man opposite. He is using his finger to point at the coloured card, making a point emphatically. The man sitting down is pointing at the man standing, and so is clearly talking both to him and about him. We can't see his face, so do not know if he is agreeing or disagreeing with the man standing. Two of the women are looking at each other, as if they are gauging each other's reactions to the situation. The woman furthest to the right is probably looking at the standing man, to see what he will do next.

**Knowledge Check 2.15**

- 1 There are many potential responses. These include:
  - Lifestyle.
  - General interest.
  - Fashion and beauty.
  - Children's.
  - Entertainment, including:
    - Music (inc. rock music, pop music, classical music, etc.)
    - Television
    - Films.
  - Sport (inc. football, rugby, golf, etc.).
  - Motoring.
  - Science and nature.
  - Computing and technology.
  - Home and gardens.
  - Food and drink.
  - Hobbyist (inc. crafts).
  - Art and design.
  - Boating and fishing.
  - Business and finance.
  - Industry and trade.
  - News and current affairs.
  - Travel.
  - Weddings.
  
- 2 In reference to the front cover only: This genre usually features a model as the main image, who is looking directly at the camera, in direct mode of address. Enough of the model can be seen to give some idea of their clothing and/or jewellery. The model is always dressed in a way that fits with the main fashion style of the magazine. The masthead often goes behind the model, so that they are not covered. The cover lines are set to the side of the model, so as not to obscure the clothes/jewellery. The fashion features within the magazine are normally referred to, such as named designers, seasons of clothes, specific looks, sub-groups of people and their fashion needs, and clothing for specific purposes. The colour palette of the cover is often set by the model's clothes (including colours that are complementary to the clothes for some of the cover lines).

**Knowledge Check 2.16**

Media form	Genre
Magazines	Lifestyle
Newspapers	Tabloid
Films	Horror
Music videos	Performance
Social media	Instant messaging
Video games	Role-playing
Television programmes	Crime drama
Radio programmes	Phone-in

### Knowledge Check 2.17

	OMO <i>Woman's Own</i> advert	Galaxy 'Audrey Hepburn' TV advert	NHS Blood and Transplant online advert
What is the main <b>disruption</b> or problem that needs to be overcome?	White clothes that have become dirty and discoloured	The main character's journey has been upset by the problems on the road	There aren't enough donors from within the BAME community
Who is the <b>hero</b> , or who are the <b>heroes</b> , who can overcome the <b>disruption</b> ?	OMO, or the reader of the advert	Galaxy chocolate	The viewer
Who is the <b>dispatcher</b> , who sends the <b>hero(es)</b> on their way?	The woman in the advert	The man in the car	Lady Leshurr
What is the prize/ <b>princess</b> to be gained by overcoming the <b>disruption</b> ?	Clothes so white that others will notice them	Peace and tranquillity, luxury	Help for others within the BAME community
How does the product or service being advertised fit into this <b>narrative</b> ?	The washing powder can help to solve the problem of off-white clothes	The chocolate bar can stop you worrying about everyday problems and take you somewhere better	Giving blood can help others within your community

### Knowledge Check 2.18

- |   |  |    |        |
|---|--|----|--------|
| 1 | Could be true, but Susan could also be seen as the hero. | 6  | True.  |
| 2 | False.   | 7  | False. |
| 3 | Could be true.   | 8  | True.  |
| 4 | False.   | 9  | True.  |
| 5 | True.  | 10 | False. |

### Knowledge Check 2.19

All nine media forms within Media Studies GCSE can be accessed via a smartphone.

#### Check It

- 1 A wide shot or extreme long-shot used to establish where an event is happening.
- 2 'Polysemic' = 'with many meanings'. A polysemic sign can be anchored using elements such as a caption, another sign/image, or a voiceover.
- 3 Unique selling point.
- 4 The masthead.
- 5 Only a small distance from the camera is in focus, the rest of the shot is blurred.
- 6 Horror/thriller, adventure, science fiction.
- 7 A shot that includes two characters.
- 8 Any three of: crab, crane shot, dolly shot, hand-held, pan, tilt, Steadicam, track, whip-pan, zoom.
- 9 To create a seamless flow of shots, so that the audience doesn't notice the changes but can become sucked into the narrative.
- 10 Cut or straight cut.
- 11 A new shot that interrupts an existing shot by switching to a view of something else that is usually related.
- 12 Non-diegetic.
- 13 Sans-serif.
- 14 A common design style to the pages within a newspaper, magazine or website, using similar colours, fonts and/or layout.
- 15 A quote pulled out of an article and used within a cover lines or as a subheading within the article.
- 16 At the start of a magazine or newspaper article, sometimes in a separate box near the headline.

- 17 Any three of: review quote, blurb, synopsis, list of special features, screenshots, film stills, credit block, barcode, format indicator, website URL, social media details.
- 18 Mise-en-scène means 'put in the scene' and includes: costume, lighting, location, actors, actions, make-up and hair, props, set and set dressing.
- 19 Images, video, audio, interactive animation.
- 20 A video blog/weblog – an online video diary.
- 21 Any three of: characters, objects and props, sound effects, music, environments.
- 22 The way that people say things – including tone of voice, accent, volume and pace of speaking.
- 23 Non-verbal code.
- 24 There are many potential responses, including: sitcom, soap, animation, drama, breakfast show, magazine programme, comedy, documentary, sport, news, current affairs, reality TV show, talent show, medical drama, crime drama, science fiction, children's programmes, costume drama, police procedural, quiz show, game show, chat show, teen drama, TV play, variety show.
- 25 A hybrid genre combines two or more genres to create a new category. Examples include: science fiction/horror such as *Alien*, teen drama/science fiction such as *Class*, advertising/music video such as *Represent feat. Lady Leshurr*.
- 26 When one media product refers to or borrows from another media product or another genre that the audience is likely to be familiar with.
- 27 They know what to expect, they find it easy to select products similar to ones they have already enjoyed, they build up a knowledge and understanding of the genre, which helps them to enjoy it more.
- 28 The filling in of background details for the narrative, usually by having one character discussing them with another.
- 29 Protagonist, hero.
- 30 Computer-generated imagery.

## Chapter 3 Media Representations

### Knowledge Check 3.1

Media format	Role(s) involved in the mediation process	Choices made by this role
Newspapers	<b>Editor</b>	Which stories to include and omit in the <b>newspaper</b> .
Newspapers	Journalist/editor	Which facts to include in a story.
TV documentary	<b>Camera operator</b>	What to include in the frame.
TV historical drama	Set designer	What items to include in a set, to represent the period, the characters and their activities.
Radio music programme	Music show producer or music show presenter	Which songs to play.
Video game	Background artist	The visual style and appeal of the game.
Print advert	Graphic designer and photographer	How the product being advertised appears to the <b>audience</b> .
Music video	Director	The visual style of the video, and how the main actors appear within it.
Magazines	Editor	How much <b>space</b> (and therefore importance) to give to each article.
Websites	Copy-writer	How to phrase the information, and therefore how to address the audience and which information to emphasise.

### Knowledge Check 3.2

Surface realism – The CGI has been meticulously done to make the main character look like Audrey Hepburn, who was a famous actress in the 1950s. The vehicles, props and costumes are all from the 1950s.

Inner or emotional realism – The driver and the fruit-seller argue about the accident, their paralanguage and non-verbal codes show that they are both blaming the other. The main character and the car driver smile at each other, and clearly like each other, so she accepts his invitation to a lift in his car as a way off the bus, which is going nowhere.

Narrative realism – The accident means that the bus can't move; the main character is offered a way out of the hot, non-moving bus into a luxurious, expensive car, on an open empty road.

Technical codes/symbolic realism – The sound of the argument dies away as she looks at the chocolate and as she looks at the car driver properly for the first time, and the sound of the car fades out as she opens and breaks the chocolate bar.

### Knowledge Check 3.3

- *The Times* mediation of the Muirfield story: Editor: The story is on page 17 and covers four columns and a third of the height of the page. Journalist: The story starts with glowing references to the golf course. It refers to the lengthy history of the course more than once. It gives a lot of background, referencing the previous vote, and several other clubs' experiences. It ends by stating what is likely to happen next at the club for women golfers. There is an inset box giving information on other all-male clubs, referring to them as 'gentleman only' and making them seem 'normal'.
- The *Daily Mirror* mediation of the Muirfield story: Editor: The story is on page 4 and covers two columns and about a quarter of the height of the page. Journalist: The story starts with a slightly blame-laden description of the event – 'has finally bowed to pressure'. There is no mention of the history of the club. There is a comment (taken from Twitter) from Scotland's First Minister Nicola Sturgeon. Layout designer: There is a small inset picture of Sturgeon.
- No photographs of the golf club are used in either newspaper.
- *The Times* mediation of the election story: Editor: The story is across pages 6 and 7, taking up all ten columns and the full height of the paper, with the information divided between different articles. The headlines are about each of the major parties in turn, with no judgement made about the Conservatives, but both headlines referencing Labour are worded negatively – 'despite scandals', 'Corbyn blamed'. The major article references Brexit throughout, and links the votes across the country with the votes in the Brexit referendum.
- The *Daily Mirror* mediation of the election story: Editor: The story is across pages 8 and 9, taking up six columns and almost the full height of the page. The headline and subheading acknowledge that the Conservatives did well, but are negatively worded – 'dodge a drubbing', 'back from the red'. The article also starts with negative wording about Theresa May. The article is about the gains and losses each party has suffered, and in many cases links these to specific personalities within the parties, either at leadership or local level.
- The same photograph of Theresa May is used in both newspapers, as well as almost the same photograph of Jeremy Corbyn. In both, the photograph of Corbyn is much smaller and superimposed over the image of May.

Argument for: Both newspapers let their readers know what is happening in the world, having selected stories they believe to be of importance.

Main argument against, using the above information to illustrate it: The two articles give a very different set of facts around the same story, and also a different bias about the story, emphasising different viewpoints about what has happened.

### Knowledge Check 3.4

The *mise-en-scène* has been chosen to suggest glamour and luxury. The use of the Hollywood star Audrey Hepburn, the Mercedes car and the location – the Amalfi coast – all connote glamour and success. The woman has been travelling on a bus, crammed in with everyone else, but ends up in a (pretend) chauffeur-driven car with plenty of space to relax and enjoy her chocolate. The non-diegetic sound of the music gives a relaxed feel to the advert as soon as she sees the chocolate. The medium close-up focusing on her face as she leans back in the car with a satisfied smile foregrounds the emotion of happiness and relaxation, associating it with the chocolate.

### Knowledge Check 3.5

Image – The melting chocolate pouring onto the biscuit links the taste of the biscuits to the taste of Cadbury's chocolate. Each of the biscuits is shown very clearly, reminding the audience what is being offered.

The use of the Cadbury's logo (and its font) within the text, 'Cadbury's chocolate biscuits', also makes the link to the Cadbury's taste clear.

The phrase 'five favourites in one packet!' suggests the buyer is getting real value. The exclamation mark at the end reinforces this.

The adjective 'crunchy' evokes the feeling in the mouth when eating the biscuits.

The adjective 'wonderful' encourages the audience to think very positively about the product.

The phrase 'for you and everyone in the family' suggests this brand is a favourite, and that there will be plenty to go around.

The phrase 'that's the difference!' suggests that Cadbury's is a superior chocolate to that used on other brands of chocolate biscuits. Again, the exclamation mark at the end reinforces this.

### Knowledge Check 3.6

Tanya: Shy, nerdy, 'child prodigy'; black girl – individuated by her grief for her father and her relationship with her mother.

Charlie: New kid in school; posh kid; white boy – turns out to be from another planet not Sheffield.

Miss Quill: Cold, detached physics teacher; white woman – but she's also from another planet, and she has to protect her arch-enemy because of her past misdeeds.

April: Nice girl and goodie-two-shoes; white girl – who resents and stands up to her father, and battles with an evil alien monster.

Ram: Cocky, sporty jock; Asian boy – individuated as he fluctuates from mean, tough guy to emotional wreck.

Matteusz: Gay teenager at odds with his parents; Polish boy – gradually realises his boyfriend is not all he seems to be.

Corakinus: Evil baddie – shares a heart with April.

### Knowledge Check 3.7

Large, picture window looking out onto an empty landscape.

Walk-in wardrobe.

Designer furniture (bookcase).

Panelling on the walls.

Suggestion that this is a much larger room, as the main furniture can't yet be seen in this space.

### Knowledge Check 3.8

OMO advert – essentialism. The advert is aimed only at women, with no suggestion that men might take part in washing clothes. It implies that women spend time thinking about how to make their whites whiter.

Galaxy advert – social constructionism. The woman is only able to move out of the

situation because a man offers her a ride in his car. However, she then subverts the situation by forcing him to take on the role of the chauffeur and sits in the back of the car rather than by his side.

NHS Blood and Transplant – social constructionism. Lady Leshurr is ‘in charge’ of the advert and points out in the lyrics that people can be what they want to be.

### Knowledge Check 3.9

This will depend on the extract chosen, but, for example, at the beginning the following representations are shown: women like pop music, women wear make-up and think it is important, they want to have perfect skin, they talk a lot, they own a lot of make-up, they think pink and purple are pretty. She appears to be spending a lot of time on her looks before she leaves her house, considering this to be important. All of these are part of the dominant representation of women. A vlogger could challenge this by showing what else could be done with all the time spent putting on make-up, or by proving themselves to be good at something other than putting on make-up.

### Knowledge Check 3.10

*Daily Mirror*, 2017: ‘Fraud Cops Grill Tory MP’ – important people (politicians), bad news (fraud), running stories (*Mirror* probe into MPs and expenses).

*Daily Mirror*, 2018: ‘Corrie Kev’s Held by Cops Over Bust-up’ – important people (celebrity), bad news (arrest), surprise (celebrity involved in violent incident).

### Knowledge Check 3.11

Term	Definition
Ideology	Set of beliefs and values, including a sense of what is right and wrong.
Dominant value system	Set of ideas, attitudes and beliefs shared by most people within a given society.
Cultural hegemony	Dominance over a society’s culture by the powerful members of that society.
Bias	<b>Prejudice</b> for or against a particular argument, group or individual.
Partiality	<b>Bias</b> in favour of an individual, <b>social group</b> or argument.
Misrepresentation	The mediation of a <b>social group</b> or an issue in a misleading way.
Under-representation	Shown as being lower in quantity than is actually the case.
News values	A set of unwritten rules to decide what is most important in the news.
Moral panic	The potential impact on society of representing a <b>social group</b> or an issue as a threat to the accepted norms and values of that society.
Human interest	Emotional impact due to the representation of a news story by concentrating on real, individual people.

### Knowledge Check 3.12

**Social context:** Created for teenage girls (colour palette) by a mainstream publisher. Deals with fashion (‘#onfleek on the cheap!’), YouTubers (Zoella), boys (‘Build a BAE!’), simple food (‘Donuts’).

**Cultural context:** British product, made for teenagers in 2016. Audience are at school (‘Survive the new term!’; ‘Bye-bye bullies!’), and spend time on social media (‘The queen of Snapchat is ...’), including YouTube. Also watch TV teen dramas (‘Pretty Little Liars’).

### Knowledge Check 3.13

The older audiences who remember Audrey Hepburn's films would instantly recognise the Hollywood star, feel nostalgic about the actor, consider the advert as a mini-film, and link the product with her glamour and the Hollywood golden age.

Younger audiences who have come to know her films would also instantly recognise the Hollywood star, and would associate the product with her glamour and style, as well as with the more relaxed lifestyle of the 1950s.

Younger audiences who don't recognise Audrey Hepburn would still be able to recognise the time period it is set in, and understand the narrative of the advert: that a beautiful young woman is transported away from a cramped bus ride on a more luxurious, glamorous journey. They would have none of the associations of the Hollywood star, though.

### Check It

- 1 The process by which a media product represents an issue, event or group of people to the audience using selection and omission.
- 2 Surface realism, inner or emotional realism, narrative realism and symbolic or technical realism.
- 3 Attention, Interest, Desire, Action.
- 4 Deciding which stories to include in and which to omit from the newspaper.
- 5 A stereotype is the representation of a social group by reducing them to a limited set of characteristics or preconceived ideas.
- 6 To convey ideas about people quickly, so that the audience can more easily understand the overall message of the product.
- 7 Any social groups defined by ethnicity (e.g. white, BAME), religion (e.g. Christian, Muslim), age (e.g. youth, children, the elderly), gender (e.g. female), sexuality (e.g. bisexual) or social class (e.g. working class).
- 8 Any three of: location, clothing, belongings, accent and vocabulary, employment, leisure activities, interactions with others.
- 9 The belief that men and women are fundamentally different in terms of their skills, preferences and behaviours.
- 10 A set of beliefs and values, ideas about what is right and wrong.
- 11 User-generated content.
- 12 A media representation of individuals, social groups or issues that reflects the dominant ideas, values or ideology of a society.
- 13 Negative.
- 14 The set of value judgements that are used to decide whether something is important enough to be included in a newspaper or on a news website or news programme.
- 15 Any three of: bad news, timing (recency), running stories, important people, surprise, significance, bias to home, human interest.
- 16 They are usually shown as being either involved in crime or as having done something exceptional.
- 17 For a group.
- 18 How the political and social events of previous years, and the technologies and media channels available at the time, influenced media products made then, and the audience's understanding of them.
- 19 The audience.
- 20 The ways in which media producers try to control the reactions of the audience, so that the audience understands the meanings that were originally encoded in the product.

## Chapter 4 Media Industries

### Knowledge Check 4.1

Term	Media industry event
Merger	In April 2018, three pairs of major media industries were looking to combine together: AT&T and Time Warner; Disney and Fox; Viacom and CBS.
Takeover	Apple launched Beats 1 Radio in 2015 following its <b>acquisition</b> of Dr Dre's Beats Music and Beats Electronic.
Demerger	News Corp split off from the major <b>conglomerate</b> News Corporation in 2013. The remainder of News Corporation was renamed 21st Century Fox.

### Knowledge Check 4.2

Horizontal integration is the acquisition of companies that are within the same stage of an industry, for example a company buying up its main rivals.

Vertical integration is the acquisition of companies working in different stages of an industry, allowing the main company access to several different stages within the same process, so they no longer have to rely on outside companies.

### Knowledge Check 4.3

Kerrang! includes a magazine, a radio station and a TV channel. All of these can be accessed either directly via the internet using a web browser, or through an app. The online version of the magazine has direct links to the radio station and TV.

### Knowledge Check 4.4

- The BBC: Not-for-profit, TV licence, merchandise, publicly funded, public service broadcaster, free-to-air, public service remit.
- ITV: Commercial, advertising, sponsorship, public service broadcaster, free-to-air, public service remit.
- Sky: Commercial, advertising, sponsorship, subscription.
- Netflix: Commercial, subscription.

### Knowledge Check 4.5

Media form and CSP	Local, national or global?
Radio: Radio 1	National
Radio: Beats 1 Radio	Global
Film: <i>Doctor Strange</i>	Global
Film: <i>I, Daniel Blake</i>	National/global
Music video: Arctic Monkeys	National/global
Music video: One Direction	Global
Television: <i>Doctor Who</i>	Global
Television: <i>Class</i>	National/global
Newspapers: <i>Daily Mirror</i>	National
Newspapers: <i>The Times</i>	National
OSP media & video games: Zoella	Global
OSP media & video games: Kim Kardashian: Hollywood	Global
OSP media & video games: Lara Croft GO	Global

### Knowledge Check 4.6

The following answers are examples only, there are many more possibilities.

- Film
  - 1 Script-writer.
  - 2 Director.
  - 3 Set designer.
- Newspapers
  - 1 Journalist.
  - 2 Photographer.
  - 3 Designer.
- Video games
  - 1 Animator.
  - 2 Audio engineer.
  - 3 Game designer.

### Knowledge Check 4.7

Regulatory body	Media industry
Ofcom	Television
BBFC	Film
IPSO	Newspapers
ASA	Advertising
IMPRESS	Newspapers and magazines
PEGI	Video games
VSC	Video games

### Knowledge Check 4.8

Company	ISP	Social media network
Facebook		Facebook
Virgin Media	Virgin Media	
BT	BT	
EE	EE	
Snapchat		Snapchat
Twitter		Twitter
Flickr		Flickr
Sky Broadband	Sky Broadband	
TalkTalk	Talk Talk	
Instagram		Instagram
Vodafone	Vodafone	
YouTube		YouTube

### Check It

- 1 A group of companies drawn together under single ownership through mergers and takeovers. A conglomerate will have a parent company and subsidiary companies (or subsidiaries).
- 2 A merger is when two or more companies join together. A demerger is when a large company is broken down into smaller parts.
- 3 There are many examples, but the revision guide mentions Disney's acquisition of the ABC Television group, allowing the film and programme-makers to have an outlet for their products.
- 4 There are many examples, but the revision guide mentions Disney's takeover of Pixar and Marvel, giving the film-maker a more diverse range of film products, and therefore a wider audience.
- 5 **Advantages**, choose any one from:
  - More efficiency, as everything can be done within one overall organisation.
  - Lower running costs due to shared resources.
  - More diversification of products and target audiences.
  - Higher profits as there are fewer companies taking a share of the final income.
  - Greater market share because there are fewer rivals.
  - Greater control of the relevant market.

**Disadvantages**, choose any one from:

- Competition is destroyed.
  - Too much power is held by too few large companies and individuals.
  - There is less diversity of opinion voiced in the media.
  - The media view is distorted to represent the interests of the large companies and their wealthy owners.
- 6 An independent company is not connected to another major company. A subsidiary is a small part of a larger conglomerate company.
  - 7 Widening the range of products and services on offer, to attract a wider audience.
  - 8 The ideas used within the films, such as the storylines and characters.
  - 9 The way that different media forms merge together, and share both content and means of access, due to digital technology.
  - 10 Potential answers include Disney, Bauer, Apple, 21st Century Fox, News Corp, Time Warner.
  - 11 Any three of: direct sales, advertising, sponsorship, subscriptions, merchandise, product placement.
  - 12 The UK government sets the rate; the money goes to the BBC.
  - 13 Paid-for in-app or in-game purchases, downloadable content (DLC) and expansion packs, in-game advertising, and the ability to pay for a premium version of the game without adverts.
  - 14 A TV or radio station that is expected to provide specific content (such as news) for a specific community as part of its licence/charter terms.
  - 15 The process of integrating and interacting with others around the world; the move towards a system of operations that is the same worldwide.
  - 16 The way in which cultural (including media) products and ideas from larger, more powerful nations, are exported into smaller, less powerful nations. This leads to a decrease in the national identity of the culture in those smaller nations.
  - 17 Production, distribution and consumption. This last stage can also be called exhibition or exchange.
  - 18 Producer, location manager, production assistant, finance and accounts, legal team, catering and transport.
  - 19 A salaried worker receives a regular payment from their employer, has tax deducted by their employer, and is entitled to benefits such as a pension, sick pay, maternity pay and holiday pay. A self-employed worker may be paid regularly throughout a contract or at the end of it, but it is paid in full without deductions. They have to pay their own tax and national insurance contributions. They are not usually paid holiday pay, etc.
  - 20 To protect people from potentially harmful or unsuitable material; to prevent harm to people (and animals) during the production process; and to empower people to make informed decisions about what they choose to watch, listen to or read.
  - 21 When a media industry sets up and pays for their own organisation to regulate their industry.
  - 22 The BBFC.
  - 23 Pan European Game Information.
  - 24 It regulates the newspapers that have signed up to it.
  - 25 9pm is called the watershed; Ofcom's Broadcasting Code states that programmes, trailers and adverts that are not suitable for children should not be shown between 9pm and 5.30am.
  - 26 Internet Service Provider.
  - 27 Events, issues or concerns that affect the wellbeing of the general public.
  - 28 There are many potential answers, including: Facebook, Twitter, Snapchat, Instagram, Flickr, YouTube.
  - 29 It is available across international borders.
  - 30 Deliberately starting quarrels and upsetting people online by adding controversial comments to social media feeds.

## Chapter 5 Media Audiences

### Knowledge Check 5.1

Passive.

### Knowledge Check 5.2

Use for/pleasure in the media	Description
Diversion	Wanting to relax and escape everyday life.
Aesthetic pleasure	Enjoying beautiful things.
Information/surveillance	Finding out about the world.
Cerebral pleasure	Solving intellectual challenges.
Social interaction	Being part of a community.
Catharsis	Getting rid of frustrations.
Personal identity	Comparing oneself to others.
Voyeuristic pleasure	Spying on other people.

### Knowledge Check 5.3

		Reading
a	The celebrity lifestyle is glamorous and fun but shallow.	Negotiated reading
b	Fame and success can be achieved by anyone if they try hard enough.	Preferred reading
c	Hollywood celebrities are self-centred and obsessed with material wealth.	Oppositional reading

### Knowledge Check 5.4

Beats 1 Radio – New music lovers and fans, people who are willing to pay for music (as it acts as an advert for the iTunes catalogue). The younger end of the music market, initially the pop/rock/hip-hop listener.

Radio 1 – 15 to 29 year olds who like music, including listening to new artists.

*Doctor Who* – families, but with the central audience being aged about 14.

*Class* – BBC Three's target audience is 16 to 34 year olds. *Class* was written by a popular author of young adult books.

### Knowledge Check 5.5

#### Mainstream audiences

- *Daily Mirror*.
- *Doctor Who*.
- Lara Croft GO.
- One Direction – 'History' music video.
- Instagram.
- *15 Minute Drama* on Radio 4.

#### Niche audiences

- *Class*.
- *Farmers Weekly* magazine.
- Korpiklaani – 'A Man with a Plan' music video (Finnish folk metal band).
- NHS Blood and Transplant campaign video, 'Represent featuring Lady Leshurr'.

### Knowledge Check 5.6

NHS Blood and Transplant advert uses the conventions of music videos, e.g. non-sequential editing, characters looking directly at the camera, images that illustrate the words being said, returning repeatedly to the main character.

Galaxy advert uses the conventions of 1950s films, e.g. expensive cars, handsome actors, loving looks, a sense of fantasy – that anything could happen.

**Knowledge Check 5.7**

- 1 False – PAMCo analyses the psychographics of the readers.
- 2 False.
- 3 True.
- 4 False – RAJAR measures demographics.

**Knowledge Check 5.8**

Beats 1 Radio – reflects a society in which music is considered important. The DJs present their recommendations of new music in particular genres, offering the audience their knowledge of the genre, acting as an expert, but also leading the audience towards what to spend money on.

Zoella's vlog posts – reflect a female society in which looks are important to young women, in order to feel confident. Friendships are also important. Young people have anxieties but talking about these, sharing them with others, helps to overcome them.

Class – reflects a youthful society in which different races and sexualities are equal. The characters team together to defeat a bigger evil.

*Daily Mirror* – reflects a left-wing, working-class society, in which politics affect everyday life, but celebrity and entertainment are also important.

**Knowledge Check 5.9**

- |           |                 |
|-----------|-----------------|
| 1 wiki    | 4 vlog          |
| 2 blog    | 5 podcast       |
| 3 comment | 6 livestreaming |

**Check It**

- 1 Hypodermic needle theory.
- 2 Long-term exposure to media messages gives the audience a distorted view of society, so people think it is more violent and less safe than their experience of real life would suggest.
- 3 Blumler and Katz's uses and gratifications theory, or reception theory.
- 4 Any three of: entertainment and diversion, information and education, surveillance, social interaction, personal identity, aesthetic pleasure, cerebral pleasure, visceral pleasure, voyeuristic pleasure, vicarious pleasure, catharsis.
- 5 When audience members react to the media, their response is partly influenced by the reactions of their family, friends and other role models.
- 6 An over-reaction by society, fuelled by the media, to specific negative representations in the media. A group or issue is represented as a threat to the accepted norms, values and interests of society – it is seen as a folk devil that has been demonised by the media. This creates public concern, which is fed by more coverage in the media, creating more concern.
- 7 Encode.
- 8 Having many meanings.
- 9 That media producers encode meanings in media products using signs, and media audiences decode these signs in a variety of ways. They may decode the potential meanings as the preferred readings, negotiated readings or oppositional readings.
- 10 Audience members actively seek out specific media products to meet their individual needs at that time. People use the media to provide *gratifications* for their needs. The major needs are diversion, information, social interaction and personal identity.
- 11 The audience has recognised the preferred reading of a media product but has rejected it.
- 12 Media producers use a range of techniques to steer the audience towards the preferred reading; they try to control the reaction or position of the audience.
- 13 Geographic, demographic, psychographic.

- 14 Psychographic.
- 15 NRS.
- 16 A smaller, more specialised audience, who are likely to be loyal to a product or brand.
- 17 Mainstream audience or mass audience.
- 18 They may need to justify financial support, they want to sell their audience to advertisers.
- 19 A target audience is the specific audience that a media product is aimed at, defined by demographics, psychographics and/or geographics.
- 20 Because the audience already know they enjoy the genre.
- 21 Any four of: paid-for advertising, interviews, publicity stunts, poster campaigns, viral marketing, guerrilla marketing, non-linear marketing, trailers, teasers, tasters.
- 22 A taster gives an idea of what the product will be like by sharing a small part of it in advance. A teaser intrigues the audience and gives much less away.
- 23 Any three of: ABC, BARB, Nielsen, NRS, PAMCo, RAJAR.
- 24 BARB.
- 25 ABC or PAMCo.
- 26 Any two of: focus groups, questionnaires, interviews, surveys.
- 27 Quantitative research focuses on statistics and data: aspects that can be counted and measured numerically. Qualitative research focuses on opinions and attitudes.
- 28 Media content that has been created by the audience, such as YouTube home videos or smartphone captures used on the news.
- 29 Any three of: blogs, citizen journalism, comments, social media profiles and posts, vlogs, wikis.
- 30 Seeking the ideas, opinions, services, funds and signatures of large numbers of people to help push projects forwards.

## Chapter 6 Analysis

Some of the Knowledge Check questions ask you to analyse the Close Study Products (CSPs) in various ways. Full answers have not been given to these questions, as it is not our intention to give you analytical answers that you can memorise for an exam – analyses should always be your own response to the product. Instead, we have given you some examples of the type of response you could give, without covering every aspect required.

### Knowledge Check 6.1

- 1 Any two of:
  - The title of the film.
  - The tagline.
  - A main image (almost always including a person).
  - The date of the film's forthcoming release.
  - Star billing (reference to famous actors, directors or producers).
  - Production company names.
  - Website URL.
- 2 You have only about 12 minutes. You should be writing a continuous prose essay, but in it you could mention any of the points below, and anything else you can argue as being relevant:
  - Main conventions of a film poster (e.g. film title and tagline, and placement of these, one large image, release date) tell the audience this is a film poster, so they understand how to read it.
  - Date given is summer 2019, so audiences know when the film will be shown, but also from their previous experience they know when to start looking out for more information and marketing about the film.
  - Image is an extreme long-shot showing just one person in an otherwise empty scene, the camera shot literally and emotionally distances us from the person. This emphasises their loneliness.

- The scene denoted is on a wet beach in cloudy weather, connoting sadness.
  - The bottom third of the poster is mostly black, possibly connoting something dark creeping towards the individual.
  - Stance of the person (non-verbal code) – looking out to sea, turning their back on the world behind them and seeking inspiration elsewhere.
  - Silhouette (technical code) – the audience doesn't know who this is, so could read this as an 'everyman' character, perhaps identifying with that person themselves.
  - Limited colour palette – connotes a sad and sombre mood.
  - Choice of copy (or words) – film title *On the Shore* links with the image and gives a sense of bleakness. Tagline 'when all seems lost' communicates that the film's narrative will focus on someone going through difficult times. However, there is also a connotation of hope in this phrase.
  - 'From the director of *A Monster Calls*' informs the audience that this film is related to another film they may have enjoyed, suggesting that they will therefore enjoy this film too.
  - Font chosen – serif font in all caps, with only grey, blue and white colouring. This suggests formality/emotional distance rather than friendliness. The colouring is cold.
  - Positioning of design elements – the placing of the title at the bottom allows the audience to read the image first, and see it without the text getting in the way.
- 3** You have only about six minutes. You could mention any of the points below, and anything else you can argue as being relevant:
- The main emotion appears to be one of loneliness or despair.
  - The limited colour palette and the empty, wet location construct a sad and sombre mood.
  - The person is represented as being alone.
  - Image is an extreme long-shot showing just one person in an otherwise empty scene, the camera shot literally and emotionally distances us from the person. This represents and emphasises their loneliness.
  - The scene denoted is on a wet beach in cloudy weather, connoting sadness.
  - The bottom third of the poster is mostly black, possibly connoting something dark creeping towards the individual.
  - Stance of the person (non-verbal code) – looking out to sea, turning their back on the world behind them and seeking inspiration elsewhere. They are represented in a pose that suggests they are thinking deeply, possibly about problems they have encountered.
  - Font chosen – serif font in all caps, with only grey, blue and white colouring. This represents formality/emotional distance rather than friendliness. The colouring is cold.

## Knowledge Check 6.2

- 1** B Non-verbal code.
- 2** You have only about 12 minutes. You should be writing a continuous prose essay, but in it you could mention any of the following points and anything else you can argue as being relevant:
- Main conventions of a newspaper front page – masthead, main image, headline, plug – so the audience will recognise this as being a copy of the national newspaper, the *Sun*.
  - Image uses a familiar media product from the US – *The Simpsons* – so audience will relate the headlines to this country.
  - Image uses non-verbal code of Homer Simpson's body language and facial expression, to connote that he is surprised and confused about what has just happened.

- Other cartoon character is recognisable as Donald Trump, who the audience would have known was standing for election to the presidency of the US. They would therefore realise that Homer's response was related to the election of Trump.
- The flags denoted in the background are those of the US, further connoting that America is the focus of the news story.
- Choice of copy (or words):
  - Headline states simply 'D'Oh', widely known as a catchphrase of Homer Simpson, which he uses when he knows he has done something stupid. Connotes that something stupid has happened.
  - Sub-heading '16 years after joke Simpsons prophecy, The Donald really IS The Prez ...' is juxtaposed with the headline to connote that this is the stupid event.
  - Strapline 'President Trump: 13 pages of unrivalled coverage' connotes that the newspaper has more information on this story inside than other newspapers, and can therefore inform the audience about these aspects.
- Positioning of design elements – the design is unusual for a newspaper, as there is very little copy for the story on the front page, and the image is not a photograph from a news story but a cartoon image. There is almost no use of the columns that normally divide a newspaper layout into grids. This connotes that there is one story of importance, and it is so important and so well known to the readers that little explanation is needed.

### Knowledge Check 6.3

- 1 Any two of:  
Masthead, dateline, price, barcode, plug, headline, main image, use of columns, byline on the news article, buzzwords, caption under the photograph, standfirst above the main article.
- 2 Verbal code.
- 3 You could choose to talk about any of the females represented in the photographs and the various cover lines, captions and plugs. You could discuss more than one of them. You would only have about six minutes to answer so would not be able to cover everything possible. Looking only at the first image as an example, you could mention:
  - Kay Burley is dressed in a sparkly vest top, but in a pose linked to body builders, giving two different representations, of traditional femininity (and fun) and of physical strength. This is anchored by the line 'Don't mess with me', which emphasises the strength aspect of the representation. However, the colours used are yellow and purple, which are more linked to the traditionally feminine and fun-loving side. Together these suggest that the line and the pose are jokey rather than serious. The juxtaposition with the 'Plus Eat recipe pullout' puff further belies the idea of physical strength and returns the image to the traditional feminine, as women are more associated with food preparation in the home.
- 4 Again, there are several aspects you could choose to write about, as each of the four images involving people could be considered relevant, as could the writing anchoring each one. For this question, the main article could also be considered relevant as it mentions MPs and Jeremy Corbyn. In each case, these need to be related to the target audience of *The Times* – educated, middle aged or older, generally right wing politically.  
For example: Although Sir Paul McCartney is a 'pop star' and 'celebrity' – something not normally associated with the news values of *The Times* – he is well-known to the target audience from his music in the 1960s and 1970s. He has gained a worldwide status as one of the founders of modern pop music, and is widely respected for his longevity within the industry. The image shows him leaving Buckingham Palace after receiving a very high level of honour from the Queen. This is in line with the values of the newspaper – respecting and foregrounding tradition, history and the place of royalty in society.

- 5 You only have about 12 minutes, and there are many aspects of the cover you could choose to write about. For example, you could discuss:
- The layout of the page and the positioning of each element within it.
  - The layout and design of any of the individual elements on the page, such as the Corbyn story or the '40 best country house hotels' plug.
  - The colour palette used.
  - The non-verbal codes (body language) in each image.
  - The headlines and cover lines, including the specific vocabulary used to convey each message.
  - The people selected for each image, and how they relate to the target audience.

## Chapter 7 Revising the CSPs

Some of the Knowledge Check questions ask you to analyse the Close Study Products (CSPs) in various ways. Full answers have not been given to these questions, as it is not our intention to give you analytical answers that you can memorise for an exam – analyses should always be your own response to the product. Instead, we have given you some examples of the type of response you could give, without covering every aspect required.

### Knowledge Check 7.1

- 1 No answers are given for this question.
- 2a Often the reader.
- 2b To discover the secret of success in fashion and society; to uncover the secrets of celebrities.
- 2c Often the magazine.
- 2d Success; happiness.
- 3 No answers are given for this question.

## Knowledge Check 7.2

For example, answers to some of the questions could be:

Aspect or element to be analysed	Tatler front cover		Reveal front cover	
	Sign What can you see?	Connotation What does it mean?	Sign What can you see?	Connotation What does it mean?
Number of images used	One <b>image</b>	Uncluttered, straightforward publication	Eight <b>images</b>	The publication is bursting with stories
Content of images	Model, MCU, looking directly at the camera, in natural surroundings	Direct mode of address, involves reader directly with fashion	Celebrities, with faces being most important and backgrounds almost ignored	
Colours used	Greens, beige ('neutral colours') plus deep fuchsia pink		Red, yellow, deep fuchsia pink, mint green	
Font style in masthead	<b>Serif font</b> , all capitals, pink	Tradition, authority, but with strong femininity	Sans serif, sentence case	
Font styles in cover lines	Sans serif, all caps for all primary lines, sentence case for some of the secondary lines		Sans serif for all but one line, major points in all caps, sentence case for pull quotes and explanations	
Main cover line	The new posh Rules for the 21st century	Audience wants to know how to fit in with other 'posh' people in modern society	Katie plots secret meetings with Pete	Audience is being let in on a secret that others don't know about
Content of cover lines	Parties, clothes, gap year, lives of rich people (millennial Sloanes, James Corden's friends, posh people)		Love, motherhood, dieting, home life, all based around celebrities	
Use of punctuation	Brackets used in 2 <b>cover lines</b> Commas used in 4 <b>cover lines</b>	Magazine is sophisticated in its use of language	Quote marks used in 4 cover lines Exclamation marks used in 4 cover lines	Magazine quotes directly from celebrities, in their own words. The content is exciting
Vocabulary	Friendly, slang relevant to the target audience (e.g. Sloanes, aristo), full names		Familiar and friendly, slang and abbreviations, first names	This magazine is the audience's friend, and talks in the way they do. The celebrities are part of their social circle
Juxtaposition of elements on the page	Type is ranged around the outside of the cover, not obscuring the model	The model and her clothes are important enough to need to be seen; elegance and good taste	Each image is anchored by superimposed or overlapping text. Each image is bursting out of its own bounding box and overlapping others	
Other features such as price and graphics	No barcode on front; date is quite clear; no other features not yet discussed	The price is unimportant to the readers; the magazine is more likely to be delivered than bought at the till	Barcode; price is large and emphasised with yellow circle; bounding boxes for each image; boxes around some words or phrases. Red 'banner' behind images on right	

### Knowledge Check 7.3

For example, answers to some of the questions could be:

	OMO print advert	Galaxy 'Audrey Hepburn' TV advert	NHS Blood and Transplant advert
Attention: make people notice the advert	The woman is looking directly at the audience.		
Interest: make people want to know more about the product or service	'OMO makes whites bright!' – promises something that women want for their laundry.		
Desire: make people want to buy the product or engage with the service			'Only 3% of blood donors are black or Asian' is shown on-screen as the video slows pace and the music empties out. Singles out this fact and pushes it home.
Action: tell people how to act on the advert, to buy the product or engage with the service		The chocolate bar, its wrapper, its name and its logo are all featured clearly within the advert.	

### Knowledge Check 7.4

- 1 The OMO woman is intended to represent the ordinary woman who was the original target audience. The Audrey Hepburn figure in the Galaxy advert represents a more aspirational image – one that the target audience may dream of becoming, and one set in an apparently less-complicated time and place. Lady Leshurr in the NHS advert is represented as a confident, attractive, successful young woman drawn from the target audience.
- 2 In the OMO advert, no men are seen or mentioned. Therefore, men are being represented as not having any involvement or interest in doing the laundry. You *could* argue that the woman wants her clothes to be whiter to give a good impression of her family, including her husband. You *could* also argue that the parts of the advert copy that are not quoting the woman are written by a man, who holds the factual information – many TV adverts would have been voiced in this way in the 1950s (the first commercial TV channel in the UK was launched in 1955, the same year as this advert).
- 3 A number of BAME role models appear in the video. They are aspirational figures due to their roles in society, but are also represented as real, relatable people shown in the environments they work in. Overall, the video gives an upbeat representation of the BAME community, and of young BAME people in particular, as they are shown in successful positions. Social groups represented could also include working class people (nail technician, bar tender, etc.), people with disabilities (Ade Adepitan), young women (Lady Leshurr, Nicola Adams, the scientist).
- 4 No answer is given for this question.
- 5 No answer is given for this question.

## Knowledge Check 7.5

	BBC Radio 1 launch: Tony Blackburn	Beats 1 Radio: Julie Adenuga
<b>Target audience</b>	15 to 19 year olds who enjoy pop music – and who had been listening to or wanted to listen to pirate radio stations.	'People who enjoy listening to new music and love music in general' – people who want a guide as to what new music to listen to. In this show, it is people who want to hear the latest from the UK, particularly grime.
How does the presenter <b>address</b> the audience?	Direct address. Informal, jokey, fun. Corny jokes.	Direct address. Friendly, and knowledgeable about UK music.
What appeals does the show and its presenter have for the <b>audience</b> ?	Music aimed at the target audience's age group, instead of an older audience. Less formal and stuffy than the BBC had been before. Tony Blackburn was previously a presenter on pirate radio. He knew the music the audience wanted, as well as how to talk to them.	'Human curation' of new music – recommendations from someone who knows a lot about what is currently available. Julie Adenuga had been a music presenter on both radio and TV in the UK, and is related to two grime artists, so has an inside view of the music industry.
How is the <b>audience positioned</b> by the show? What <b>identity</b> does it offer them?	The audience is told the show is specifically for them: 'Look on the show as your own.' They are identified as young and ready for a laugh.	The audience is assumed to be intelligent and interested in UK music. They are assumed to already know quite a lot, but Adenuga gives them even more useful information.
How are the <b>audience</b> included in the show? How can they <b>actively engage</b> with it?	Listeners can write in to request songs or song dedications for future shows.	Adenuga follows up on recommendations made by her listeners. Requests for music can be made by a phone call or iMessage. The show is also on social media, including Twitter, Instagram and Facebook.
What is the <b>preferred reading</b> of the show?	This is specially tailored for young people, and the presenter knows what they like.	Julie Adenuga is a knowledgeable guide through the best of new UK music.

## Knowledge Check 7.6

- 1 Entertainment and diversion – enjoying listening to music; information – news and traffic news on Radio 1 and music-based news on Beats 1; social interaction – feeling like the presenter is their friend and talking about the music with other people; personal identity – having their music tastes validated by the presenter or by other audience members requesting the same songs.
- 2 Apple stream Beats 1 via the internet globally 24 hours a day. This relies on the internet itself, and on the audience having access to the internet wherever they are, largely thanks to the rise in smartphone use. It is found within the iTunes or Apple Music apps, so also relies on these being available from app stores, and working with a variety of devices and operating systems. It was launched to direct the potential audience to new music to download from Apple Music.
- 3 As well as being a traditional radio broadcasting station, Radio 1 is available through the BBC website, and the BBC Sounds app. It can be streamed live or programmes can be listened to as 'catch-up' programming. Radio 1 also had social media feeds, such as Twitter, Facebook and Instagram.

### Knowledge Check 7.7

	Arctic Monkeys – ‘I Bet You Look Good on the Dancefloor’	One Direction – ‘History’
<b>Target audience</b>	Young adults who enjoy live music gigs.	Young female pop music fans.
How does the video address the <b>audience</b> ?	The band are playing to an assumed audience in the studio, not to the cameras. The audience is watching a recording of a live performance.	The band members sing directly at the camera, taking it in turns to move towards the camera – direct address.
What appeals does the video have for the audience?	The band are performing the song live, so the video is like being able to see them at one of their gigs, even if the audience can't travel to Sheffield or wherever they are playing. It is obvious that the musicianship is real and the band are not simply miming.	The video features their (potentially) favourite singers, looking straight at them. It also includes footage taken from the band's career, giving a feeling of nostalgia. The audience are also shown, and those watching the video may have been present at some of these events.
How is the audience <b>positioned</b> by the video? What <b>identity</b> does it give them?	They are positioned as onlookers or ‘just another audience member’ at a private gig. This makes them important to the band's success.	They are positioned as part of the band's story up to now, which is being shared with them to remind them of how great it's been so far. This gives them an identity as part of a larger group of fans who have been with the band for years.
How are the <b>audience</b> included in the video? How can they <b>actively engage</b> with it?	The audience are positioned as a part of the gig. They can share the video on social media and comment on it online.	The audience are shown, reacting with enthusiasm to every event that is captured. They can share the video on social media and comment on it online.
What is the <b>preferred reading</b> of the video?	The band are authentic, down-to-earth musicians, more interested in the music than in glitz and glamour – as the video seems low budget. They are very good at what they do – as they have the confidence to perform live for the video, not mime.	The band have had a very successful and exciting history, and the fans have been part of this all the way, right from voting for the band on <i>The X Factor</i> up to the time of the video.

### Knowledge Check 7.8

- Arctic Monkeys showed that success could be achieved without access to major record labels and publishers, for two main reasons:
  - The internet had made it possible to record, market and distribute music at very little cost. Major companies had to catch up with these possibilities.
  - The fans had helped to promote the band and shape their career. Fans saw that they could make a difference to the acts they enjoyed.
- Arctic Monkeys – recording costs and processes had become cheaper and easier, so the band could pay for and control their own recordings; the rise of social media and file-sharing online allowed fans to share the band's music. One Direction – the rise of reality talent shows and the audience vote (via red button on TV, text, phone call or social media); social media used to promote the band; and the individual members' own social media profiles enabling the audience to feel directly in touch with their musical heroes.
- Arctic Monkeys – sharing files online; creating websites and social media profiles for the band; word of mouth. One Direction – sharing videos, etc. online on social media profiles; watching videos repeatedly on YouTube.

## Knowledge Check 7.9

Examples include:

<i>Doctor Strange</i>	<i>I, Daniel Blake</i>
Big stars, such as Benedict Cumberbatch and Tilda Swinton.	This was the biggest film role they had had for the two main leads.
Filming for 5 months.	Filming for five-and-a-half weeks.
Filming in a range of major cities around the world.	Filming in Newcastle upon Tyne.
Having access to over 20 specially built sets in two major studios.	No studio sets.
Huge amounts of CGI.	No CGI.
Three tie-in comics before launch, to attract attention.	'Clean graffiti' stenciled on pavements, to attract attention.
More than one trailer.	One trailer.
3D worlds created as a publicity stunt.	Projection onto houses of parliament as a publicity stunt.
Simultaneous release in 33 countries and eventual release in over 80 countries.	Release at film festivals and free screenings before eventual release in 36 countries.
IMAX release.	No IMAX release.

## Knowledge Check 7.10

- 1 Disney bought Marvel Entertainment in 2009.
- 2 Marvel Studios' films are distributed by Walt Disney Motion Pictures.
- 3
  - Marvel Studios had a large budget, because it is part of the Walt Disney conglomerate. This gave all the advantages in the table for Knowledge Check 7.9.
  - It had access to all of the contacts of the parent company, which would include film-based industries around the world.
  - It had potential access to people who had previously worked on other Disney films, and to their expertise.
  - It had access to the Disney company itself, which would have a large infrastructure of services such as lawyers, accountants, etc.
  - It had immediate access to distribution, without having to find a distributor through film festivals.

### Knowledge Check 7.11

For example, answers to some of the questions could be:

Aspect or element to be analysed	<i>The Times</i>		<i>Daily Mirror</i>	
	Sign What can you see?	Connotation What does it mean?	Sign What can you see?	Connotation What does it mean?
Number of stories on the front page	<i>Issue for 2020</i> : one story, six <b>teasers</b> <i>Issue for 2019</i> : Two stories, two teasers	The <b>newspaper</b> contains a lot of information	One story, two <b>teasers</b>	The <b>newspaper</b> is straightforward to read and tells you what is important to know
Content of <b>images</b> on the front page	<i>Issue for 2019</i> : Angelina Jolie arriving at university as a visiting professor; historic building (Bath spa?); cut-out head of fashion writer <i>Issue for 2020</i> : Sir Paul and Lady McCartney at Buckingham Palace; woodland walk; two female news personalities; Instagram star Simon Hooper and his daughters		<i>Issue for 2019</i> : Horses taking a jump in a race; parking warden giving ticket; head of Craig Mackinlay MP. <i>Issue for 2020</i> : Close-up portraits of celebrities in the news: Michael Le Vell, Meghan Markle, Thomas Markle	
Font style in <b>masthead</b>	Serif font, all capitals, black, crest	Authority and tradition	Sans-serif font, all caps for 'Daily', sentence case for 'Mirror', white out of red background	Friendliness, down-to-earth, sensational
Font styles in <b>headlines</b>	Serif font, headline case		<b>Sans-serif font</b> , all capitals	
Main <b>headline</b>	<i>Issue for 2019</i> : Scots want to remain in UK, new poll reveals <i>Issue for 2020</i> : MPs call for inquest as Corbyn fails election test		<i>Issue for 2019</i> : Fraud cops grill Tory MP <i>Issue for 2020</i> : Corrie Kev's held by cops over bust-up	
Content of <b>teaser</b> stories	<i>Issue for 2019</i> : Best places to live in Britain; the new rules of fashion <i>Issue for 2020</i> : 40 best country hotels, Kay Burley column; recipe pullout; Caitlin Moran column; barbecue feature; Simon Hooper feature		<i>Issue for 2019</i> : Car park vultures exposed; Cheltenham festival pull-out <i>Issue for 2020</i> : Meghan's dad will walk her down the aisle	
Number of paragraphs in lead <b>front page</b> story	<i>Issue for 2019</i> : 12 on front page <i>Issue for 2020</i> : 11 on front page		3 on front page	
<b>Vocabulary</b> within the headlines and copy	Formal and authoritative; even headlines give source for information		Familiar and friendly, slang and abbreviations, first names	
<b>Juxtaposition</b> of elements on the page	Clear grid structure, five columns wide. Teasers separated as part of coloured boxes. Image and stories separated by borders		<i>Issue for 2019</i> : Cheltenham pull-out dominates the front page, with main story relegated to the bottom third of the page. Photo for this is tiny and superimposed over headline <i>Issue for 2020</i> : Headline fills two-thirds of page, is superimposed over edges of main photo, and curves around story itself. Border around story	

Other features such as adverts, price and graphics	<i>Issue for 2019:</i> Advert for Australia's Gold Coast; dateline; price to subscribers and buyers; barcode; page listing <i>Issue for 2020:</i> 'Daily newspaper of the year' selling line; dateline, URL, issue number; price to subscribers and buyers; barcode; page listing		<i>Issue for 2019:</i> 'Newspaper of the year' selling line; website URL; dateline; price <i>Issue for 2020:</i> 'Fighting for you' selling line; website URL; dateline; price	
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## Knowledge Check 7.12

### 1 *Issues for 2019:*

*Daily Mirror* main front page story – important people, bad news.

*The Times* main front page story – running story, bias to home.

Focus story – surprise, bias to home.

*Issues for 2020:*

*Daily Mirror* main front page story – important people, bad news.

*The Times* main front page story – running story, important people.

Focus story – surprise, bias to home.

### 2 *Daily Mirror issue for 2019:*

- The first paragraph includes: who (golf club), where (Muirfield), what (is letting women join), when (after losing the biggest golf tournament), why (bowed to pressure).
- Nicola Sturgeon and the Muirfield captain are both quoted. Information is included from golf's ruling body, the R&A.
- The article points forwards to women joining the club.
- The main obstacle to be overcome was either the loss of the Open, or the inability to admit women members. The prize to be gained was either the club getting the Open back, or women having the right to join the club.
- The hero could be the club or could be the pressure that made the club change.
- The villain could be the club members who voted against women membership before.

### 3 *The Times issue for 2020:*

- Entertainment and diversion – the audience is promised stories about country house hotels and barbecue tips.
- Information and education – the news in the main stories.
- Social interaction – the 'Britain's most wanted dad' story is about a social media celebrity. Some readers may discuss this and other items with their friends and family.
- Personal identity – readers are being invited to identify with at least one of the personalities featured on the front page.

### Knowledge Check 7.13

For example, answers to some of the questions could be:

Questions about the quest narrative	Kim Kardashian: Hollywood	Lara Croft GO
Who is the <b>hero</b> , despatched on the <b>quest</b> ?	The player (and their avatar).	Lara Croft.
What is the goal of the <b>quest</b> ?	To increase your fame and reputation; to join an A list of celebrity status.	Solving puzzles to move successfully through different levels, collecting artefacts as she goes.
Who is the <b>despatcher</b> sending the <b>hero</b> on the quest?	Kim Kardashian.	
What obstacles does the <b>hero</b> encounter?		Cracked floors, creatures that pounce, boulders, circular saw blades.
Who or what are the <b>antagonists</b> ?	Other people at each event.	
Who or what is the <b>donor</b> , giving advice or powers?		Spears, flames, pressure pads, columns and handles are left in the environment for Lara Croft to be able to use.
What is the <b>prize</b> if the quest is successful?	Celebrity, fame and status.	
Give an example of an <b>enigma</b> in the game, and its solution		How to get through one level, using the assets within the environment to help.
Give an example of a <b>binary opposite</b> in the game		Lara Croft vs the snakes.

### Knowledge Check 7.14

- Zoella is represented as an approachable girl-next-door, interested in (superficial) appearance including make-up, fashion and hair; Kim Kardashian is represented as a fashionable and attractive woman of high status, interested in status and fame, sharing her success tips with others; Lara Croft is represented as an attractive but physically strong and independent, proactive female.
- Zoella has mainly constructed her own representation; Kim Kardashian constructs her own representation on social media and the game's developer, Glu, has mediated the representation within the game; Lara Croft has been mediated by the game developers at Square Enix. The mediators at the two game companies include the writers of the gameplay who decide on what each character can and can't do, and the artists who depict them.
- Zoella – the audience can comment under the videos, comment on her website, or contact Zoella via social media; Kim Kardashian – the audience can contact KK and/or the game's producers through social media; the makers of the Lara Croft franchise can be contacted through social media or at comic-con and similar events.
- Zoella provides:
  - Entertainment and diversion – Zoella is a bubbly presenter whose videos are unchallenging to watch and can divert attention from more serious matters.
  - Information about different ways of using make-up, etc., and sometimes about overcoming anxiety.
  - Social interaction – audience members can interact with Zoella, and with each other, about the videos, etc.
  - Personal identity – audience members identify with Zoella's anxieties and are interested in how she overcomes them.

## Knowledge Check 7.15

- 1 Both characters are more mature than their apparent age would suggest. Both carry responsibilities for others during the narrative. Both are intelligent, articulate, high-achieving students who question the knowledge and authority of their teachers.  
Susan has a strong relationship with the Doctor, her grandfather, but is prepared to stand up to him to some extent. She tries to fit in at school, but she is also seen to be a loner because of her unusual abilities. She has no apparent relationships with others of her age.  
April has a difficult relationship with her parents, who don't understand what she is going through. She is part of a loyal and supportive friendship group, who share information, thoughts and feelings. She is sexually active.
- 2 Teachers in *Doctor Who* are gossiping, curious about students, friendly. Teachers in *Class* are cold and aloof, or antagonistic.
- 3 The teachers give us a lot of information through exposition at the start of the programme. Susan is shown listening to pop music on her radio, but she is also seen talking to teachers rather than her fellow students. Flashbacks are used to show her asking questions in class that contradict what the class is being taught. She claims that the book about the French Revolution isn't right. She is shown talking to her teachers in a friendly and polite way. She questions her grandfather's decisions but doesn't try to overrule him.
- 4
  - *Doctor Who* entertainment and diversion – the whole product is a story intended to entertain the family.
  - *Doctor Who* information and education – Susan's questions are based in fact and could lead some viewers to want to find out more.
  - *Class* social interaction – the *Class* webpage has links to fan art, fan fiction, a music playlist and interviews, allowing fans to feel part of a wider community, despite the fairly low viewing figures for the series.
  - *Class* personal identity – within the overall narrative arc, the characters are also struggling with aspects of everyday teenage life that the target audience may be dealing with (such as being homosexual with parents who don't accept this) and thus be able to identify with.
- 5 There were only two TV channels in the UK, so programmes were targeted at the whole family rather than smaller, fragmented audiences. Teenagers now expect to have programmes more carefully constructed around their needs and their representations.  
We no longer have police telephone boxes, so the outside shape of the TARDIS doesn't look like an ordinary part of street furniture to the modern viewer. Technology is very different now, so the emphasis on studio sets and slow camera movements seems strange to modern audiences, whereas this was normal at the time of first broadcast. Because of these technological issues, the narrative is dialogue-driven rather than action-driven, which makes it seem slow and clumsy compared with modern dramas.  
1963 was within the period of time known as the 'Space Race' so people were excited by the prospect of space travel. It is now 50 years since the first human set foot on the moon, so most people take this achievement for granted, and we have a better understanding of what is possible and of what is probable.  
The modern audience is already familiar with the concept behind *Doctor Who* and know what the police box shape will turn out to be, as well as knowing how Susan can know so much about history, the future and science. This answers most of the enigmas in this episode straight away.

- 6 This sequence shows a policeman walking on a foggy evening, checking the junkyard gates and walking away. The camera then moves into the junkyard to reveal the police box inside. This sets up an enigma, as the viewer doesn't know why they have been shown this detail, and, although police boxes are a feature of British streets, they are not found in junkyards. The sequence also sets up information ready for the conversation between the teachers later in the episode when they discuss where Susan lives. At this point, we realise we have already seen this place at the start of the episode and know there is something strange about it.

### Knowledge Check 7.16

For example, answers to some of the questions could be:

Questions about the quest narrative	<i>Doctor Who</i> : 'An Unearthly Child'	<i>Class</i> : 'Co-Owner of a Lonely Heart'
Who is the <b>hero</b> , despatched on the <b>quest</b> ?	In this episode, you could argue that this role is taken by the teachers. We will follow this idea here. You could also argue for other interpretations.	In this episode, you could argue that this role is taken by April. We will follow this idea here. You could also argue for other interpretations.
What is the goal of the <b>quest</b> ?	The teachers are trying to find out who Susan is.	April is trying to find out what has happened to her, and to take control of it.
Who is the <b>despatcher</b> sending the <b>hero</b> on the <b>quest</b> ?	Each other – in their initial conversation about Susan.	
What obstacles does the <b>hero</b> encounter?	The location of the TARDIS, and the Doctor.	
Who or what are the <b>antagonists</b> ?		Corakinus
Who or what is the <b>donor</b> , giving advice or powers?	Susan, who has given some information about herself.	
What is the <b>prize</b> if the <b>quest</b> is successful?		Independence from Corakinus, or the ability to use his powers.
Give an example of an <b>enigma</b> in the episode and its solution.	How Susan knows so much more than others (including her teacher) about science and history.	
Give an example of a <b>binary opposite</b> in the episode.		April's classroom speech about war, compared to April's normal ideology.

### Check It

- 1 'The New Posh: Rules for the 21st Century'; 'Millennial Sloanes: Their habits, codes and mating practices'.
- 2 To attract attention because the price is so low – it indicates good value for money for the C1 C2DE audience.
- 3 C1 C2DE young women.
- 4 She is hanging washing on a line while talking to someone over her shoulder.
- 5 A 1950s Hollywood star.
- 6 She was re-created as the main character, using CGI and two actors who looked like her.
- 7 Because she is a successful grime artist and MOBO Award nominee who would appeal to the target audience and be seen as credible in this style of video. The video was a collaboration between the NHS and MOBO.
- 8 September 1967.
- 9 Through the TV licence, sales of BBC merchandise and sales of programmes to other countries.

- 10 A TV or radio outlet whose primary aim is public benefit rather than commercial profit.
- 11 Because of her existing place within the London grime music scene, as she had presented on Rinse FM and on Channel AKA.
- 12 The audience are guided as to what to listen to and can then pay to download the same music from Apple Music.
- 13 Arctic Monkeys relied on live performances, and giving away copies of their recordings, as well as allowing fans to share their music and other information about the band online.  
One Direction formed as part of *The X Factor*, so were promoted by their involvement in the show itself, by the Syco record label and by their social media streams. These social media posts were then shared by fans themselves.
- 14 Arctic Monkeys were signed to Domino; One Direction were signed to Syco Music.
- 15 A highly popular, usually high-budget film, with star actors, that makes a huge profit for its owners.
- 16 Walt Disney Company.
- 17 Sixteen Films.
- 18 He was the director.
- 19 *The Daily Mirror*.
- 20 What the public should know for their own safety, security and wellbeing.
- 21 Times Newspapers, a subsidiary of News UK.
- 22 A virtual barrier to the website's main information, that users can only get through by paying a subscription.
- 23 Any three of: entertainment and diversion; information and education; social interaction; personal identity.
- 24 Using the fame and status of famous people to promote a brand, product or service.
- 25 Glu Games Inc.
- 26 Square Enix.
- 27 Kim Kardashian: Hollywood – 12+.  
Lara Croft GO – 7+.
- 28 1927.
- 29 Families.
- 30 *Class* was aimed at young adults on a minority channel.

## Chapter 8 Exam practice and techniques

### Knowledge Check 8.1

Example response for this advert could include:

- Image denotes an elderly woman sitting alone on a chair, wearing a hat from a Christmas cracker. This connotes that she is alone at Christmas.
- Her small size within the large frame of the advert further emphasises her isolation from others.
- The colour blue can connote sadness, which helps to anchor the meaning of the image.
- The heading 'no one should have no one at Christmas' also anchors the meaning, connoting that this woman has no one to spend Christmas with.
- The advert copy gives more detail about what being alone is like at Christmas, which makes the advert more emotive.
- The advert then uses direct address to ask the audience to act to help people in this position. The use of wording suggests that helping is as simple as 'sending a text'.
- The Age UK logo is given prominence on the right-hand side, being in its own space above the image, which makes it stand out. It is also the most colourful aspect of the advert, connoting that the organisation brings colour into people's lives.

**Knowledge Check 8.2**

This will depend on the video you have chosen. You should use the analysis chapter to help you.

**Knowledge Check 8.3**

	True	False
1 The webpage has a main image and two smaller images, with the main image being on the left.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2 The three images all show Lara Croft in different action situations, including using weapons such as a bow and arrow.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3 She is physically attractive, and has a skimpy vest top, which helps to make her attractive to the heterosexual male audience.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
4 However, she is shown to be active and strong, rather than fitting the 'damsel in distress' stereotype, so female audience members might be drawn to the film because they want to be like her.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
5 The images are obviously set somewhere hot, connoted by the sunlight and the way she is dressed.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
6 Lara Croft is always looking slightly to one side of the camera, rather than straight at the audience, so there is no direct mode of address.	<input type="checkbox"/>	<input checked="" type="checkbox"/>

**Knowledge Check 8.4**

All the contexts in the list *could* be brought into the answer, depending on the evidence chosen to answer the question. Media industries and audiences, and the historical and social contexts would almost definitely be included.

**Knowledge Check 8.5**

- 1a Media audiences.
- 1b Media industries.
- 1c Media industries.
- 1d Media industries.
- 1e Media audiences/social and historical context.
- 1f Media industries/audiences/social context.
- 1g Media audiences/social and cultural context.
- 1h Media audiences/social and cultural context.
- 1i Media industries.
- 1j Media audiences.
- 1k Media industries.
- 1l Media industries.
- 1m Media language/media audiences.
- 1n Social context.
- 1o Media audiences/historical context.
- 1p Media audiences.
- 1q Media representations/political context.

**2** For example:

- 2e** So ... the impact of the internet on newspaper sales was initially low, but this has increased over the past few years, leading to a real danger for print products. The Independent has already disappeared from print and is online only.
- 2f** So ... now that smartphones are used by at least 85% of 16–75 year olds, most people can access the most up-to-date news on-the-go. Newspapers cannot match this immediacy or portability.
- 2g** So ... The Daily Mirror website is one of the ways in which the newspaper is trying to maintain its audience appeal. This links in to the ways in which readers already use their own social media channels and makes the Daily Mirror part of this flow of information.
- 2h** So ... This gives visitors to the website a reason to return, as they are investing in the online community and its conversations. They may want to comment, or to find out what other people think or how others have replied to their own comment.
- 2i** So ... the newspaper is attempting to gain an increased revenue stream by putting out different versions of the same product – so it only has to pay the writers, etc. once but can sell to different audiences. This captures a new audience, that don't want the print version, but like the way the news is packaged in a newspaper – decisions about the importance of particular stories have been made for them.
- 2k** So ... overall the Daily Mirror's income is falling, and its future in print is still in question as the online advertising is not sufficient to subsidise the printing costs.

**Knowledge Check 8.6**

See inserted words and phrases in blue.

**Partial response:**

The cover has a **big picture main image** of The Vamps. It shows them **in long-shot from their feet to the tops of their heads**. **Their chosen mise-en-scène includes** they are wearing casual clothes and **have** fashionable hair. As well as the band's **logo name** in pink, there is a **puff with a mint-green shape graphic** and **a white writing font** over the **picture main image** saying 'FUNNY INTERVIEW + FIT POSTERS'. This means that people **The audience** will **decode this cover line** to understand that the **puff is about the band** **words are about them**, and that there will be an article about them inside. Three of them are looking at the camera **using a direct mode of address** and **the way they are standing** **they are all standing in is a non-verbal code for** a casual **approach**. **way**. **This direct address to** Three are making eye contact with the audience, which suggests **connotes** that they are friendly and would be happy to get to know the reader. The **mise-en-scène includes a** background is **of** a plain wall, which makes The Vamps stand out. This neutral colour might **connote** **suggest** that they are male, compared with the **reader target audience** who is probably female – the pink **masthead lettering** and the hand-writing **font used in some cover lines** might be related to the **target audience reader**.

### Knowledge Check 8.7

Your answer will depend on what aspects you choose to focus on. The partial response above refers mainly to the main image and its accompanying logo and cover lines. You could also refer in detail to aspects such as:

- the masthead
- the name of the magazine
- the insert images
- the other cover lines
- the colour palette
- the overall layout including juxtaposition of design elements
- the selling line
- the font styles.

You would need to suggest the potential meanings communicated by every aspect you choose to write about.