

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 guidelines for shopping, the standfirst about the hi-tech store, the lead paragraph in bold and the pull-quote on the grey background.



CLASH Alastair Campbell
Campbell in scuffle with litter goon

BY OLLIE BUCKLEY
ALASTAIR Campbell was attacked by a driver he confronted for throwing litter in the street.
The former Labour spin doctor revealed the clash on his podcast Football, Feminism and Everything in Between.
He said a 'guy chucked paper, sweet packets and bag packets' out of a car.
When he confronted him the man 'squared up' Campbell, 'I went into a shop but on leaving it saw the man back in his car. He said: 'I chucked his litter on his lap. He tried to push me, hit me on the back, and kicked the bike.'
A shopkeeper intervened and Campbell later saw his neighbour Michael Palin in Camden, North London, who told him: 'You did the right and wrong thing.'

Labour hero Stan dies, 91

LABOUR Party legend Stan Newens has died at 91.
As a boy in the East End he suffered through the political turmoil of the 1930s.
He refused national service and was sent to work as a miner.
Bill Rammell, who later succeeded him as MP for Harlow in Essex, said: 'Stan was a superb MP and was widely respected across party lines.'

Amazon 'no till' shops will be threat to jobs



Warning hi-tech store may have knock-on effect

BY GRAMHAM MISCOTT
Head of Business
AMAZON'S new hi-tech, till-free supermarkets could cause 'considerable' job losses if rivals copy the idea, warns a financial analyst.
The online giant's first Amazon Fresh store outside the US opened yesterday in Ealing, West London.
Customers scan a quick response code as they enter the shop then put items in their bag.
A network of cameras and sensors detect what they have picked. Shoppers simply walk out with their purchases which are then charged to their account.
Amazon's Matt Birch said it offered a 'super fast, friction-free way to shop'.
Rival supermarkets will watch it closely,

with some already testing till-less stores.
Clive Black, an analyst at Shore Capital, warned it would have a huge impact on jobs if others follow suit.
He said: 'This is a cashless and careless operation so think of all the people that affects, not just in stores but in banks too.'
'It is absolutely going to lead to a considerable reduction in roles for people at head office and in branches.'
Mr Black predicted that rather than open hundreds of new Amazon Fresh stores, the huge company may snap up an existing supermarket chain instead.

“Cashless & careless, think of all those it will affect”
CLIVE BLACK WARNS OF IMPACT ON JOBS

Morrisons and northern chain Booths were among those he mentioned.
Last year Amazon, which already owns the small Whole Food Markets chain, saw its UK sales surge 51% to £1.9-billion.
It came as experts at campaigners TaxWatch predicted a measure in the Budget could wipe out Amazon's UK corporation tax bill.
Chancellor Rishi Sunak increased the tax to 25% from 2023 but firms can offset the tax break against profits, Amazon has argued that heavy

investment since it arrived in the UK two decades ago is one reason it had paid so little corporation tax.
TaxWatch executive director George Turner said: 'It is highly questionable whether a tax cut for Amazon today is the best use of public money.'
Amazon has not said how many jobs the new stores venture will create in the UK. But it has previously spoken about the large numbers of workers it had taken on in its fulfilment centres, research and development.
The company said it has also launched a By Amazon range of hundreds of own-brand products for the stores.

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VOICE OF THE MIRROR: PAGE 8

Single column story

Copy

Graphic features

Caption

By-line

Lead

Body

Headline

Main image

Superimposed image

Standfirst

Columns

Pull quote

Knowledge Check 2.2

- Body
- By-line
- Cover story/article
- Dateline/edition
- Headline (full caps)
- Incentive
- Jump/jumpline
- Lead/lead paragraph (with 5Ws)
- Masthead
- Photo/image
- Price
- Small image (cut-out image)
- Splash
- Standfirst
- Strapline
- Teaser/plug (ear advertisement if it is a commercial advert)
- Website

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 long-shot from 'The City of Magpies' showing a slight low angle view of two of the main characters. Lyra is shown off-centre, running towards the viewer. The image is in shallow focus, so Will is shown in the background but is blurred. In this still, the lighting is ambient daylight, which has the effect of high-key lighting, with most areas of the scene being evenly lit.

Knowledge Check 2.5

Shot number	Shot size	Camera angle	Camera movement (if any)	Other shot description (if any)
1	Extreme long-shot	Low angle	Tilt down and push in	Twisted spire
2	Medium close-up	Low angle	Slow track back	Lyra looking up
3	Long-shot	Low angle	Tilt up and push in	Will and Lyra at the bottom of the tower
4	Medium shot	Low angle	Static	Will and Lyra with tower above
5	Medium shot	Eye level	Track back	Pan in the city
6	Close-up	Eye level	Static	Lyra by the wall
7	Extreme long-shot	Low angle	Tracking in	Citagazze from the sea
8	Medium shot	Eye level	Tracking in	Lyra and Pan (shot)
9	Medium shot	Eye level	Static	Will (reverse shot)
10	Extreme long-shot	Eye level	Tracking out	Mountain with light beam

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

Sample answer

The front cover of *Heat* has a bright, cheerful colour palette. This has been limited to particular shades of yellow, red, pink and white. 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 'Posh' (Victoria Beckham) are juxtaposed with the white and yellow cover line 'Posh caught out!', which connotes that Beckham has a guilty secret that only *Heat* will reveal. Design elements include quote marks around words and phrases on some of the cover lines at the top right hand of the cover, showing that these are direct quotes from celebrities. Each of the cover lines is superimposed on the relevant paparazzi-style image, anchoring the images as being from the articles mentioned. The fonts used are almost all sans serif, connoting a friendly and informal mode of address. The cover lines are mostly in upper case, giving a sense of the magazine shouting loudly about its content.

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



Knowledge Check 2.11

The website has a dark, uncluttered background, with the main MR logo and Rashford's name in pale grey at the top of the page, and Rashford's signature acting as a second logo at the bottom of the page, suggesting personal ownership of the site. The main image is a low angle medium shot of Rashford looking directly at the camera, engaging the audience via a direct mode of address. There is superimposed sans-serif full-caps text on the left-hand side of the screen, showing the name of the website, and abbreviations as links for social media sites. These links and a bar across the bottom of this side column are the only aspects detracting from the overall black, white and grey colour palette, apart from Rashford's face and hands. There is a reduced version of the navburger icon at the top of the page for navigation across the website. The navburger icon gives a drop-down menu with just three navigation links to further pages. This drop-down displaces the signature to the left of the screen, allowing it to act as the reminder of the site as a whole. There is a direct instruction, written in the same sans-serif all caps font as the website name, to tap on the screen to scroll through the site. The minimal graphics could make it hard to know how to navigate the site without this instruction.

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 disruption 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 hero , or who are the heroes , who can overcome the disruption ?	OMO, or the reader of the advert	Galaxy chocolate	The viewer
Who is the dispatcher , who sends the hero(es) on their way?	The woman in the advert	The man in the car	Lady Leshurr
What is the prize/ princess to be gained by overcoming the disruption ?	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 narrative ?	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	Editor	Which stories to include and omit in the newspaper .
Newspapers	Journalist/editor	Which facts to include in a story.
TV documentary	Camera operator	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 audience .
Music video	Director	The visual style of the video, and how the main actors appear within it.
Magazines	Editor	How much space (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 Amazon Fresh story:
 Editor: The story is on page 16 and covers all five columns and a third of the height of the page. The headline suggests a cautious positive about the experience: 'it's a new era'.
 Journalist: The story starts with a light-hearted reference to the similarity between shopping and shoplifting. It refers to the slightly uncomfortable feeling of being watched by technology more than once. It gives a lot of background, referencing the first Amazon shop opening in 2018, and quotes several other shoppers' experiences. It ends by returning to the theme of shoplifting, this time in other stores if customers develop cashier-free shopping habits in Amazon Fresh stores.
 Layout designer: There are two images, both showing shoppers using the store. The caption under the main image is wholly positive about the experience.
- The *Daily Mirror* mediation of the Amazon Fresh story:
 Editor: The story is on page 17 and covers four of the five columns and about two-thirds of the height of the page. Both the headline and sub-heading include the negative words: 'threat' and 'warning'.
 Journalist: The story starts with a potential negative outcome from the event being described – 'could cause considerable job losses'. There is no mention of previous stores or of other shoppers' experiences. There are comments from Amazon and from people connected to the retail industry.
 Layout designer: There is a main image of the shop interior and a small inset picture of the exterior, plus an inset image of the 'It's easy to shop' instructions from Amazon, giving a clear overview of the shop and how to use it.
- 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.

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

Lyra: Feisty, intelligent, white girl – individuated by her need to escape from both her mother and her father, her breakthrough into a new dimension, and her knowledge of the alethiometer.

Will: Mixed race teenage boy – comes from a different dimension of the world to the other characters in the episode.

Mrs Coulter: Evil mother – is in a world where men appear to hold all the power, so she has to manipulate them to do her bidding.

Lee Scoresby: Adventurer/explorer/rescuer – but has lost Lyra, who he was helping.

Cardinal Sturrock

Father MacPhail

Serafina Pekkala

Ruta Skadi

Knowledge Check 3.7

Most images in March 2022 showed a small group of characters dominating the image, usually shown in medium long shot, so that their outfits can be fully appreciated. These are always stylish and expensive looking, and not practical for any kind of physical work. Instead, they look party-ready or at least ready for a special occasion. The characters also have accessories that catch the light and glint enticingly, suggesting expensive materials. The characters look confidently out at the viewer in a direct mode of address. They have full make-up with a shine to their lips. Backgrounds, if they can be seen, include beautiful sunny gardens or parks laden with flowers and blossom, or lavish interiors with gold touches.

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, 2021: 'Insult to NHS Heroes' – important people ('The Tories'), bad news ('paltry pay award'), running stories (reference to NHS workers being seen as heroes during the pandemic), bias to home (UK story), significance (large number of people working in the NHS), human interest (reference to the people affected).

The Times, 2021: 'Tax-raiding budget gives poll bounce to Johnson' – important people (Boris Johnson, the Conservatives, Sir Keir Starmer), running stories (just after the budget), bad news (despite the good news of the headline, much of the story is about the financial hit from the budget), bias to home (UK story), significance (the budget measures will affect most of the readers).

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	Prejudice for or against a particular argument, group or individual.
Partiality	Bias in favour of an individual, social group or argument.
Misrepresentation	The mediation of a social group 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 social group 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 ('#onfleck 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 acquisition of Dr Dre's Beats Music and Beats Electronic.
Demerger	News Corp split off from the major conglomerate 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: KISS Breakfast	National
Radio: Radio 1	National
Film: <i>Black Widow</i>	Global
Film: <i>I, Daniel Blake</i>	National/global
Music video: Arctic Monkeys	National/global
Music video: Blackpink	Global
Television: <i>Doctor Who</i>	National/global
Television: <i>His Dark Materials</i>	Global
Newspapers: <i>Daily Mirror</i>	National
Newspapers: <i>The Times</i>	National
OSP media & video games: Marcus Rashford	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

KISS Breakfast radio show – 15–34 year olds into pop, hip-hop, who are mainly city-based in the UK.

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

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

His Dark Materials – families, with teenagers, especially those who are already aware of the Philip Pullman books. It was given age ratings of 12A in the UK and TV-14 in the US.

Knowledge Check 5.5

Mainstream audiences

- *Daily Mirror*.
- *Doctor Who*.
- Lara Croft GO.
- Blackpink – ‘How You Like That’.
- Instagram.
- *15 Minute Drama* on Radio 4.
- *His Dark Materials*.

Niche audiences

- *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

KISS Breakfast radio show – reflects a society in which music is considered to be important and a source of/companion to fun in the listeners' lives. The presenters are seen as positive role models whose lives are inspirational but they are also from the same sectors of society as the listeners, so share life experiences with those listeners. Marcus Rashford's social media – reflect a positive role model within male society, showing a caring side of masculinity and an inspirational role model who is aware of his influence. Reflects concerns with literacy, mental health, poverty and other issues both observed and experienced by his fans.

Blackpink – reflects a youthful society in which young women can be positive role models, looks and fashion are deemed to be important, young women can be sexy but also in control.

The *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 people represented in the stories, 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. Some examples you could mention would be:
 - The mix of stories about tax, royal aides and holidays in Cyprus, would suggest a readership who earn enough to be tax-payers, and who have money to spend on holidays abroad, as well as having an interest in the royal family as an institution. The plug for 'Bricks & Mortar' backs up this idea of a readership with disposable income, as it discusses the impact of the budget on people who own property – and the image shows a large family home. The royal story mentions many members of the royal household by name, suggesting these could be names known to the readers.
- 4 Again, there are several aspects you could choose to write about, as the image from Scott Ridley's *The Terror*, as well as the stories about the budget and the royal aides, could be considered to be relevant. 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: The actor on the plug at the top of the page is Ciaran Hinds, starring in a TV programme that is about to be broadcast on BBC2 – not a fully mainstream channel, but one that broadcasts to an educated audience. He is shown as a proud-looking sea captain in a costume drama, which is likely to appeal to readers of *The Times*, relying on tradition and history as USPs for the series. Ridley Scott is also a known name for this audience, as the director and/or producer for several iconic films from the previous 30 years. He was one of several executive producers for the series, but the text could be read as suggesting that he was the creator or director

of the series, which would lend a greater sense of his 'stardom' to the series than was really the case.

The 'tax-raiding budget story' mentions both Boris Johnson and Sir Keir Starmer. Although the facts given about the budget show it will cost tax-payers more money, and create more tax-payers, the start of the article is worded in a wholly positive way towards (right wing) Johnson and the Conservatives: 'enjoyed a significant bounce', 'the most popular in a decade'. Left-wing Starmer is mentioned as being under 'pressure' and with the outlook being 'grim'. The source for this comment is not named, but is called a 'senior party member'.

- 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 picture story about World Book Day or the 'What the budget means for property' 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		Heat 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 image	Uncluttered, straightforward publication	Eight images or composite	The publication is bursting with stories
Content of images	Model, medium long-shot, looking directly at the camera, in a formal garden	Direct mode of address, involves reader directly with upper-class social world and fashion	Celebrities, with faces being most important and backgrounds almost ignored	
Colours used	Greens, pink and blue		Pink, yellow and red	
Font style in masthead	Serif font , all capitals, white	Tradition, authority, but with strong femininity	Serif font, all lower case	
Font styles in cover lines	Sans serif, all caps		Sans serif for all but one line, mix of caps and sentence case	
Main cover line	Emma Weymouth is now the Marchioness of Bath	Audience knows both the named woman and the role, and are familiar with this social world	Posh caught out!	Accusation of lying – audience has strong morals, and lying is against their values. But the audience also wants to know about the lies
Content of cover lines	Important people in Europe and parliament, weddings in the pandemic, Boris Johnson's brother, fashion for the royal family		Royal family, TV, relationships, Christmas, court trial, all based around celebrities	
Use of punctuation	Exclamation mark used in 1 cover line	Magazine is reserved in its emotions	Quote marks used in 2 cover lines Exclamation marks used in 3 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. the Westminster web), full names and full first 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 clear but not too large; 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	KISS FM: KISS Breakfast show
Target audience	15 to 19 year olds who enjoy pop music – and who had been listening to or wanted to listen to pirate radio stations.	'The KISS audience is a 15 to 34 60/40 female to male split and united by their love of music and the cool stuff they're into right now' – people who want to enjoy good music and a chatty start to their day.
How does the presenter address the audience?	Direct address. Informal, jokey, fun. Corny jokes.	Direct address. Friendly, jokey and fun. Knowledgeable about UK music, and dance music in particular. Also for people who are going through the same stages of life.
What appeals does the show and its presenter have for the audience ?	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.	Mainly dance music popular now or in recent years, so mostly familiar to the audience, but also the best of new dance music. Jordan and Perri are part of an urban dance group, Diversity, and have also presented together and separately on a number of other programmes. They can give an inside view of the music industry and of celebrity, but come from an urban background and are of mixed race. They work well together and the audience can feel themselves to be part of their relationship.
How is the audience positioned by the show? What identity 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 interested in dance music, in going out (either now or in the recent past). They are assumed to be knowledgeable about people involved in the dance music industry, and in other mainstream genres. They are aspiring or new home-owners and home-makers, and are at an early stage in their independent adult lives.
How are the audience included in the show? How can they actively engage with it?	Listeners can write in to request songs or song dedications for future shows.	The audience are asked to join in via their socials, and messages from listeners are read out on air as part of the ongoing conversation.
What is the preferred reading of the show?	This is specially tailored for young people, and the presenter knows what they like.	Jordan and Perri are able to provide their generation with a lively start to the day, featuring interesting celebrity talk and the best of new and recent dance music.

Knowledge Check 7.6

- 1 Entertainment and diversion – enjoying listening to music; information – news and traffic news; 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 KISS FM is one of several KISS stations operated by Bauer. KISS FM is on DAB digital radio, KISS Kube, as well as the internet and via the TV. Some of the other KISS stations are only available online and via the KISS Kube. 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. Most radio stations now can also be accessed via smart speakers and other smart devices.
- 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 has social media feeds, such as Twitter, Facebook and Instagram.

Knowledge Check 7.7

	Arctic Monkeys – ‘I Bet You Look Good on the Dancefloor’	Blackpink – ‘How You Like That’
Target audience	Young adults who enjoy live music gigs.	Young female K-pop and pop music fans.
How does the video address the audience ?	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. There are many costume and set changes, with an exotic feel to many of the sets. The production values are very high. Highly saturated colours are used, and well-choreographed dance routines.
How is the audience positioned by the video? What identity 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.	The constant shift from close-ups/medium close-ups to wide shots allows the audience to both be part of a close relationship with the band and also the audience at an extravagant performance. Seeing this on social media, etc. makes it a personal experience for the individual audience member, yet they are also given an identity as part of a larger group of fans who share comments, etc. on social media.
How are the audience included in the video? How can they actively engage 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.	There is a dance-only version of the video, which the fans can use to learn all the moves the band perform. They can also share the video on social media and comment on it online.
What is the preferred reading 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 lead a very successful and exciting life, where they are in control of their own destiny.

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.
Blackpink – the band members were individually promoted using social media and appearances in other K-pop icons' videos before being promoted together as Blackpink. The use of global social media enabled them to be promoted worldwide. Individual members' own social media profiles enable the audience to feel directly in touch with heroes.
- Arctic Monkeys – sharing files online; creating websites and social media profiles for the band; word of mouth.
Blackpink – commenting positively about the individual members on social media before the band line-up was officially announced; sharing videos, etc. online in social media profiles; watching videos repeatedly on YouTube.

Knowledge Check 7.9

Examples include:

<i>Black Widow</i>	<i>I, Daniel Blake</i>
Big stars, such as Scarlett Johansson.	This was the biggest film role they had had for the two main leads.
Filming for four-and-a-half 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 introduce new characters.	'Clean graffiti' stenciled on pavements, to attract attention.
More than one trailer campaign.	One trailer.
Inclusion of the Black Widow character in the video game, Fortnite.	Projection onto houses of parliament as a publicity stunt.
Simultaneous release on Disney+ Premier and in 46 countries, with 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 2023</i> : three stories, two teasers	The newspaper contains a lot of information	<i>Issue for 2023</i> : one story, two teasers	The newspaper is straightforward to read and tells you what is important to know
Content of images on the front page	<i>Issue for 2023</i> : child at The Prince of Wales School, dressed up for World Book Day. actor from <i>The Terror</i> TV series; large house with blue sky		<i>Issue for 2023</i> : couple on a beach with palm trees, Meghan, Rishi Sunak.	
Font style in masthead	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 headlines	Serif font, headline case		Sans-serif font , all capitals	
Main headline	<i>Issue for 2023</i> : Tax-raiding budget gives poll bounce to Johnson		<i>Issue for 2023</i> : Insult to NHS heroes	
Content of teaser stories	<i>Issue for 2023</i> : Arctic nightmare – the story behind Ridley Scott's <i>The Terror</i> . What the budget means for property		<i>Issue for 2023</i> : Your essential guide to post-lockdown holiday deals; 10 ex-Royal staff to aid bully probe	
Number of paragraphs in lead front page story	<i>Issue for 2023</i> : 11 on front page		<i>Issue for 2023</i> : 4 on front page	
Vocabulary within the headlines and copy	Formal and authoritative; even headlines give source for information		Familiar and friendly, slang and abbreviations, first names	
Juxtaposition 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 2023</i> : Meghan teaser dominates the front page, with main story relegated to the bottom two-fifths of the page. Photo for this is tiny and headline fills most of the space for the story, slightly superimposed over the photo. Border round story	
Other features such as adverts, price and graphics	<i>Issue for 2023</i> : dateline; price to subscribers and buyers; barcode		<i>Issue for 2023</i> : 'The Heart of Britain' selling line; website URL; dateline; price	

Knowledge Check 7.12

1 *Issues for 2023:*

Daily Mirror front page story – bad news, running story, bias to home.

The Times main front page story – important people, running story, bias to home

Focus story – surprise, bias to home

2 *Daily Mirror issue for 2023:*

- The first paragraph includes: who (Amazon), what (opening till-free supermarkets), why it's being covered (threat to jobs). The second paragraph includes where (Ealing, West London) and when (yesterday).
- Amazon's Matt Birch, financial analyst Clive Black and TaxWatch executive director George Turner are all quoted. Information is included from Amazon and the latest budget.
- The article points forwards to other stores opening for Amazon across the country and the launch of a By Amazon range of goods.
- The main obstacle to be overcome is the potential loss of jobs in retail if others copy the idea. The prize to be gained is more Amazon customers or easier shopping.
- The hero could be Amazon or could be the customer/reader.
- The villain could also be Amazon.

3 *The Times issue for 2023:*

- Entertainment and diversion – the audience is promised stories about a television series, and forthcoming holidays.
- Information and education – the news in the main stories.
- Social interaction – the 'British holidaymakers' story is about something readers may discuss with their friends and family. The 'Top royal aides' story could feed into gossip.
- Personal identity – readers are being invited to identify with the property owners, families with children, tax-payers and potential holidaymakers who are all 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 hero , despatched on the quest ?	The player (and their avatar).	Lara Croft.
What is the goal of the quest ?	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 despatcher sending the hero on the quest?	Kim Kardashian.	
What obstacles does the hero encounter?		Cracked floors, creatures that pounce, boulders, circular saw blades.
Who or what are the antagonists ?	Other people at each event.	
Who or what is the donor , 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 prize if the quest is successful?	Celebrity, fame and status.	
Give an example of an enigma 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 binary opposite in the game		Lara Croft vs the snakes.

Knowledge Check 7.14

- Marcus Rashford is represented as an approachable boy-next-door, interested in football, fashion and social justice/helping others; 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.
- Marcus Rashford appears to have mainly constructed his own representation, via social media and in response to other media stories about him. His football clubs and his sponsors may have also had some input; 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.
- Marcus Rashford – the audience can comment under his posts, or contact him 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.
- Marcus Rashford provides:
 - Entertainment and diversion – Marcus Rashford is a lively personality whose social media posts on Instagram are unchallenging to watch and can divert attention from more serious matters.
 - Information – about different social justice, mental health and literacy campaigns.
 - Social interaction – audience members can interact with Marcus Rashford, and with each other, about his social media posts, etc.
 - Personal identity – audience members identify with Marcus Rashford's values and are interested in how he helps his various causes

Knowledge Check 7.15

- 1 Each of the characters is more mature than their apparent age would suggest. Susan and Lyra carry responsibilities for others during the narrative. Both are intelligent, articulate, knowing more than other people their own age, and question the knowledge and authority of their teachers/elders. Will is the only one of the three from our own world, and is more indicative of 'real' teenagers, but shows courage, resilience and a desire for adventure. he wants to support his mother and find his father. 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. Lyra has a complex and antagonistic relationship with each of her parents, who view her as a pawn in their game rather than as their daughter. She is alone in a new world, but she and Will form a loyal and supportive bond, despite knowing very little about each other.
- 2 Teachers in *Doctor Who* are gossiping, curious about students, friendly. The adults in *His Dark Materials* are all involved in different battles and power struggles, and accept that the teenagers are another part of that struggle.
- 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.
 - *His Dark Materials* social interaction – the *His Dark Materials* webpage has links to special features, a quiz to discover your daemon, behind the scenes videos and interviews, all allowing fans to feel part of a wider community.
 - *His Dark Materials* personal identity – within the overall narrative arc, the characters are also struggling with some aspects of teenage life that the target audience may be dealing with (such as problems with parents, and trying to understand what's being held back from them by adults) 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: 'An Unearthly Child'</i>	<i>His Dark Materials: 'City of Magpies'</i>
Who is the hero , despatched on the quest ?	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 jointly by Lyra and Will. We will follow this idea here. You could also argue for other interpretations.
What is the goal of the quest ?	The teachers are trying to find out who Susan is.	Lyra's major quest is to find out what Dust is, and why her parents are at such odds over it. In this episode she and Will are also trying to understand what is happening in Cittagazze.
Who is the despatcher sending the hero on the quest ?	Each other – in their initial conversation about Susan.	Lyra was sent on her quest by the adults in her own world. She and Lyra are sent on their quest in this episode by meeting the children of the city and seeing the one adult who gave no response
What obstacles does the hero encounter?	The location of the TARDIS, and the Doctor.	
Who or what are the antagonists ?		Lyra's parents, and the Magisterium, the spectres.
Who or what is the donor , giving advice or powers?	Susan, who has given some information about herself.	
What is the prize if the quest is successful?		Knowledge that will help Lyra's friends back in her world, help for Will's mother, life for both heroes.
Give an example of an enigma 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 binary opposite in the episode.		The machine-heavy travel of the magisterium, the more natural (and supernatural) methods of the balloonist and the witches.

Check It

- 1 Off-duty royal dressing; Inside the new British establishment.
- 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 they were already well-known through Diversity and other media roles, they already had a successful show on KISS FM, they bring racial diversity to the station.
- 12 KISS has a range of radio stations, plus online stations and the KISS Kube to listen through. This enables more listeners to find something they want to listen to, thus delivering a larger audience to advertisers.
- 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.
Blackpink were formed by their record label/agency, having been promoted independently on social media. Their videos have been posted and shared globally. These social media posts were then shared by fans themselves.
- 14 Arctic Monkeys were signed to Domino; Blackpink were signed to YG Entertainment and Interscope Records.
- 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 *His Dark Materials* was on later in the evening, so was aimed at a slightly older family audience, and to previous readers of the books.

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.