



Reflection

An opportunity to reflect upon the nature and demands of the MOCK PAPER 1

The Paper+ Suggested Timings

MEDIA STUDIES PAPER 1

- Here are the (suggested) timing for each question:

SECTION A LANGUAGE AND REPRESENTATION

- Q1 8 MARKER 10 MINS
- Q2 12 MARKER 18 MINS
- Q3 9 MARKER 12 MINS
- Q4 20 MARKER 30 MINS

SECTION B AUDIENCE AND INDUSTRY

- Q5 6 MARKER (2+4) 8MINS
- Q6 9 MARKER 12MINS
- Q7 20 MARKER 30 MINS

= 84 MARKS AND 2 HOURS TOTAL



Question 1 – MEDIA LANGUAGE

HINT: Use the information on the [Mark Scheme](#) to help you fill in the blanks for each question type.

AOs (fill in) and Marks: AO2 1 Apply knowledge and understanding of the theoretical framework of media to analyse media products. **8 marks**

Timing: (fill in for your preference)

Command Word: Analyse

Framework Area(s) Tested: **LANGUAGE - SEMIOTICS**

CSPs included: **UNSEEN** ADVERTISING/MUSIC PROMOTION/VIDEO GAMES



Question 2 – CSP Paired with Unseen



AOs and Marks: AO1 1b Demonstrate understanding of the theoretical framework of media (4 marks); AO1 2a Demonstrate knowledge of contexts of media and their influence on media products and processes (4 marks); AO1 2b Demonstrate understanding of contexts of media and their influence on media products and processes (4 marks) **12 marks**

Timing: (fill in for your preference)

Command Word/Phrase: How does X reflect **Contexts?**

Framework Area(s) Tested: **Representation / social / historical CONTEXT**

CSP included: **Score, Maybelline, Letter to the Free**

Question 3 - Evaluating theory

AOs and Marks: Apply knowledge and understanding of the theoretical framework of media to: AO2 1 • analyse media products (6 marks) • AO2 3 make judgements and draw conclusions (3 marks) **9 marks**

Timing:(fill in for your preference)

Command Phrase : How Useful is the theory? (Evaluate)

Framework Area(s) Tested: **Representation / Audience**

CSP included: **Score, Ghost Town**



Question 4 – Extended answer on theory

AOs and Marks: 20 marks AO1 1b Demonstrate understanding of the theoretical framework of media (8 marks) Apply knowledge and understanding of the theoretical framework of media to: • AO2 2 evaluate academic theories (8 marks) AO2 3 • make judgements and draw conclusions (4 marks) **20 marks**

Timing:(fill in for your preference)

Command Phrase: How Valid?

Framework Area(s) Tested: **Representation**

CSP included: **Letter to the Free, Maybelline**



Question 5 Multi-Choice + Short Answer

AOs and Marks: 2+ 4 marks (**6 marks**) AO1 1a Demonstrate knowledge of the theoretical framework of media

Timing:(fill in for your preference)

Command Words: Identify/Define

Framework Area(s) Tested: Audience and Industry

CSP included: **you choose**

Connects to Keywords for Industry and Audience



Industry Keywords

Power and media industries as summarised by Curran and Seaton • Regulation • Deregulation • Free market • Media concentration • Public Service Broadcasting (PSB) • Globalisation • Conglomerates • Neo-liberalism • Surveillance • Privacy • Security

Regulation as summarised by Livingstone and Lunt • Public sphere • Governance • Regulation • Public interest/PSB • Media literacy • Power • Value • Transnational culture • Globalisation.

Cultural industries as summarised by Hesmondhalgh Cultural industries • Cultural industries • Commodification • Convergence • Diversity • Innovation • Conglomeration • Vertical integration • Cultural imperialism

Question 6 – Industry

AOs and Marks: 9 marks Assessment Objectives
– AO1 2a Demonstrate knowledge of contexts of media and their influence on media products and processes (3 marks) AO1 2b Demonstrate understanding of contexts of media and their influence on media products and processes (6 marks) total **9 marks**

Timing:(fill in for your preference)

Command Word: Explain

Framework Area(s) Tested: **Industry**

CSP included: Blinded by the Light



Question 7 - Extended answer on theory



AOs and Marks: 20 marks AO1 1a Demonstrate knowledge of the theoretical framework of media (4 marks) AO1 1b Demonstrate understanding of the theoretical framework of media (8 marks) AO2 3 Apply knowledge and understanding of the theoretical framework of media to make judgements and draw conclusions (8 marks) **20 marks total**

Timing:(fill in for your preference)

Command Phrase: To what extent do you agree... (evaluate)

Framework Area(s) Tested: Audience & Industry & Representation

CSPs included: **Lara Croft and Metroid**