

Mock Exam Feedback

Paper 1

Question 1

- Use of the theoretical framework?
- Use of subject specific terminology throughout?

Question 2

- Knowledge and understanding of the influences of the economic and political contexts?
- Use of subject specific terminology?

Question 3

- Engages with the feminist theory of male gaze and how they relate to the CSP?

Question 4

- knowledge and understanding produces **a response to genre theory?**

Question 5

1. A, C, E

2. Lasswell, Laszerfeld, Haidht, etc eg

Question 6

- knowledge and understanding of the influences of social and cultural contexts on media products

Question 7

- knowledge and understanding of the theoretical framework that is demonstrated by appropriate evaluation of the extent to which the film industry demonstrates diversity in production and distribution

Points to develop

- **Question 2 – *music, culture politics*** needs some theoretical perspective. I would recommend the theory of '***hegemonic struggle***' by Antonio **Gramsci**.
- **Question 4 –** what does '***genre as a cultural category***' actually mean?

Paper 2

Please note

- **Question 2, 3 & 4** – to achieve the highest marks, a response must construct and develop a **sustained** line of reasoning which is **coherent, relevant, substantiated** and **logically structured**.

Question 1

- Answers in the higher bands are likely to deal critically (ie theoretically) with the ideas in the question
- whereas answers in the lower bands are likely to offer only examples from the

Question 2

- the significance of patterns of ownership and control, including conglomerate ownership, vertical integration and diversification
- the significance of economic factors, including commercial and not-for-profit public funding, to media industries and their products
- how media organisations maintain, including through marketing, varieties of audiences nationally and globally
- the regulatory framework of contemporary media in the UK the impact of ‘new’ digital technologies on media regulation, including the role of individual producers
- how processes of production, distribution and circulation shape media products.

Question 3

- the effect of social and cultural context on representations
- how and why stereotypes can be used positively and negatively
- how and why particular social groups may be underrepresented or misrepresented
- how media representations convey values, attitudes and beliefs about the world
- how audiences respond to and interpret media representations.

Question 4

- how media organisations maintain varieties of audiences nationally and globally
- the role and significance of specialised audiences, including niche and fan, to the media.
- the relationship of recent technological change and media production, distribution and circulation.
- how audiences respond to and interpret aspects of media language