

Media Studies Revision – Key Stage 4

Students should ensure that they have revised the following set texts, terminology and ideas. They should access the factsheets available here on the exam board's website:

<https://resources.eduqas.co.uk/Pages/ResourceByArgs.aspx?subId=20&lvlId=2>

Concepts and Terminology that you need to know and be able to use in your answers:		
<ul style="list-style-type: none"> • How Media Language is selected by the Industry to communicate meaning • The Codes and Conventions of Media Language • Representation: How events, issues, individuals, their gender, age, ethnicity and social groups are portrayed, stereotypes and countertypes. • Audience Response: You need to be able to write about how audiences interpret texts including Uses and Gratifications • Semiotic language: encode, decode, sign and signify, connotation and denotation • Codes used by producers: Visual, written and audio codes. For moving image texts you need to identify and use technical codes, camera angles and shots • Mise-en-scene • Genre codes • Narrative codes: equilibrium and disequilibrium, enigma and resolution 		
Industry	Text	Terminology and Language
Advertising and Marketing	Quality Street This Girl Can	Knowledge of the purpose of advertising How the audience respond How the representations have been constructed Codes and conventions of adverts
Magazine Covers	Pride GQ	What is the effect of the representations? Codes and conventions of magazine covers Features of a magazine cover
Film Industry	Spectre The Man With The Golden Gun	How do film posters help with marketing a film? Analysis of the construction of the poster. Historical context – how does the image relate to what was happening at the time
Radio	The Archers	Complete five of the tasks on the radio task sheet, more if possible. You need to know about the industry.
Video Games	Fortnite	The importance of new technology Regulation of video games Video game audiences
Television	The IT Crowd Friends	The sitcom genre and conventions The TV industry Audience appeal – how do the programmes appeal? How are characters represented?
Music	Uptown Funk Bad Blood	Representation in music videos including gender and ethnicity Codes and conventions of videos Audience response Social media for music
Unseen Texts	Practise by studying a range of texts that they find interesting	These will be print and could be selected from any of the types of industry that you have studied.