



GCSE (9-1) MEDIA STUDIES

Unit 1: Exam Component 1
'Exploring the Media' Section A
Print Products

SET PRODUCTS

HOME LEARNING AND REVISION BOOKLET

NAME: _____

CLASS TEACHER: _____

	Launching 1-2	Developing 3-4	Progressing 5-6	Mastering 7-9
 skills				
Language	I need to be able to analyse the use of media language in the product to a basic level and focus on some connotations or intended meanings.	With help I can analyse the use of media language in the product to a satisfactory level and focus on general connotations or intended meanings.	I can confidently analyse the use of media language in the product to a good, detailed level and focus on specific connotations or intended meanings.	I can expertly analyse the use of media language in the product to an excellent, detailed level and consistently focus on multiple connotations or intended meanings.
Industry	I need to be able to show basic knowledge of industries with reference to products to support points.	With help I can show satisfactory, generally accurate knowledge of industries with reference to products to support points.	I can confidently show good, accurate knowledge of industries with good, secure reference to products to support points.	I can expertly show excellent and detailed knowledge of industries with thorough reference to products to support points.
Audience	I need to be able to show basic knowledge of audiences in relation to products and why they use them with simple reference to Uses and Gratifications theory.	With help I can show satisfactory knowledge of audiences in relation to products and why they use them with generally accurate reference to U&G theory.	I can confidently show good, accurate knowledge of audiences in relation to products and why they use them with accurate reference to U&G theory.	I can expertly show excellent and detailed knowledge of audiences in relation to products and why they use them with detailed and accurate reference to U&G theory.
Representation and Context	I need to be able to analyse products with basic focus on representation and linking of products to their contexts making basic judgements and conclusions.	With help I can analyse products with satisfactory focus on representation and linking of products to their contexts making satisfactory, generally reasoned judgements and conclusions.	I can confidently analyse products to a good, detailed level, which engages in places with complex aspects of representations with good linking of products to their contexts making good, reasoned judgements and conclusions.	I can expertly analyse products to an excellent, detailed level which engages fully with complex aspects of representations with appropriate linking of products to their contexts with excellent, well-reasoned judgements and conclusions.
Subject Terminology	I need to be able to use basic subject terminology.	With help I can use some subject terminology.	I can confidently use good subject terminology.	I can expertly use excellent subject terminology.

Section 1: Applying Liars to the Set Products...

Exploring Media Texts

LANGUAGE	REPRESENTATION
<ul style="list-style-type: none"> • What forms of media language have been used in this media text? • How does media language create meaning in this text? • What media technologies have been used in producing this media text? • What generic conventions does this text use? • What elements of intertextuality are there in this text? • What are the connotations of the media codes used in this text? 	<ul style="list-style-type: none"> • What representations of the world are presented by this media text? • How have media codes been selected to form representations? • How and why have stereotypes been used in this media text? • What messages, values and viewpoints are evident in this media text? • How does the social (and historical) context of this media text influence its content?
INDUSTRIES	AUDIENCE
<ul style="list-style-type: none"> • What media organisations were responsible for the production of this media text? • What technologies were used to produce this media text? • How does this media text link (converge) to other media texts? • How was this media text funded? • To what extent does this media text have a global, national or local reach? • How is this type of media text regulated? 	<ul style="list-style-type: none"> • What audiences is this media text aimed at? • How has marketing been used to target the audiences of this media text? • How have media technologies been used to target audiences for this media text? • How might different audiences interpret this media text? • What uses and gratifications might different audiences get from this media text? • What social, historical and cultural significance does this media text have?

Print Adverts

Quality Street (1950s)

© Neil Baylis / Alamy Stock Photo



CHOCOLATE STRAWBERRY CUP
Strawberry jam and cream encased in milk chocolate.

HARROGATE TOFFEE
The delicious, smooth toffee with a more distinctive flavour.

CHOCOLATE TOFFEE FINGER
Delicious toffee covered with plain chocolate.

What a delicious dilemma!

18 delightfully different
toffees and chocolates in

Mackintosh's
'Quality Street'

JOHN MACKINTOSH & SONS LTD., HALIFAX

Your notes...

Language

Representation

Industry

Audience

Comparisons to unseen products

This Girl Can (2016)

© Sport England www.thisgirlcan.co.uk/



Your notes...

Language

Representation

Industry

Audience

Comparisons to unseen products

Magazine covers

Pride (November 2015)



CELEBRATING 24 YEARS AT THE TOP!

PRIDEMAGAZINE.COM

PRIDE

NOVEMBER 2015 £3

FAILED BY FEMINISM
HAVE WE FALLEN THROUGH THE CRACKS?

OBJECTIFIED. SEXUALISED. MOCKED.
Black Women's Bodies Examined

HOW FAR
WOULD YOU GO TO BE BEAUTIFUL?

THE WIG REVOLUTION IS HERE!

7 ways to heat up those Winter nights

FCM ON HARLEY STREET!

NAOMIE HARRIS

Bond And Beyond

9 177096311720521 11 >

Your notes...

Language

Representation

Industry

Audience

Comparisons to unseen products



SPECIAL ISSUE! MIND, BODY & MASCULINITY

GQ

BRITISH

GENTLEMEN'S QUARTERLY

JULY
2016

HERO WORSHIP

Man Up!
How to
be a man
in 2016

(It's not as hard as you think)

+

The
essential
wellness
gadgets

+

Your ideal
beach watch
The best for
under £300

WORLD EXCLUSIVE

The
ROCK!



How **Dwayne Johnson** became Hollywood's most bankable star

Photographed for British GQ by Gavin Bond Story by Paul Henderson

The
Style
Manual
GQ's rebooted
fashion guide

NEW SECTION

PLUS! THE EXTRAORDINARY TRUTH BEHIND THE VIOLA BEACH TRAGEDY

Your notes...

Language

Representation

Industry

Audience

Comparisons to unseen products

Film posters

The Man with the Golden Gun (1974)

© Danjaq/EON/UA/Kobal/REX/Shutterstock



Your notes...	
Language	Representation
Industry	Audience
Comparisons to unseen products	

Spectre (2015)

© Rex / Shutterstock



Your notes...	
Language	Representation
Industry	Audience
Comparisons to unseen products	



Your notes...

Language

Representation

Industry

Audience

Comparisons to unseen products

How to stay fit for the rest of your life

➔ G2

Larry Elliott The great crash could happen again ➔ Page 27

Wednesday
12 September 2018
Issue No 53,512
£2.00

The Guardian



▲ Tory MPs Jacob Rees-Mogg, Boris Johnson and Peter Bone reflect at a House of Commons gathering of Brexit supporters PHOTOGRAPH: DAN KITWOOD/GETTY IMAGES

Dairy food may protect the heart, study finds

Sarah Boseley
Health editor

Dairy products such as cheese and milk may protect against heart disease and strokes despite their saturated fats, according to a study. The research suggests a moderate amount – three servings a day – can protect the heart rather than damage it.

The study was carried out mostly in low and middle income countries, where less dairy is consumed, but the lead researcher said she believed the findings hold good for those in wealthier countries who avoid dairy, thinking it benefits their health.

Dr Mahshid Dehghan from McMaster University, in Ontario, Canada, said: “We encourage people who have very low dairy consumption to increase their consumption, especially in low and middle income countries but also in very high income countries.”

Concern over dairy stems from the recognition that 2 ➔

Jaguar chief warns May: thousands of jobs at risk from your Brexit tactics

Pippa Crerar
Deputy political editor

Britain’s biggest car manufacturer, Jaguar Land Rover, has launched a blistering attack on Theresa May’s handling of Brexit, as leading Eurosceptics claimed there was “nothing to fear” about leaving the EU without a deal.

Ralf Speth, the company’s chief executive, told the prime minister that if she failed to reach an agreement with

Brussels “tens of thousands” of jobs in the sector could be lost and its factories faced grinding to a halt.

In a surprise intervention at a landmark car industry summit organised by the government, Speth described the prospect of a cliff-edge break with the EU as “horrifying”, warning that if “wrong decisions” were taken now it could result in the “worst of times” for the UK.

He stressed the company was committed to the UK but said a hard Brexit would cost it £1.2bn a year, wiping out

profits. “What decisions will we be forced to make, if Brexit means not merely that costs go up, but that we cannot physically build cars on time and on budget in the UK?”

The comments follow similar warnings from other industry chiefs, including those of Airbus and BMW, about the potentially damaging consequences of Britain’s decision to leave the EU. May, who was waiting backstage as Speth delivered his speech, did not mention Brexit in her address to the Birmingham summit.

Downing Street said that one of the key elements of the Chequers plan was to try to protect the industry’s supply chains with the EU, with the common rulebook proposal helping ensure frictionless trade. The issue came up at a round table later.

Speth told the conference friction at the border could put production in jeopardy at a cost of £60m a day. He also warned that traffic jams on the approach to Dover meant that “bluntly we will not be able to build cars”.

In an ominous passage, he pointed out it was now cheaper for the company to make cars in Slovakia than in Britain.

“Six months from Brexit and uncertainty means that many companies are being forced to make decisions about their businesses that will not be reversed, whatever the outcome, just to survive,” he added.

May is holding a cabinet meeting tomorrow where ministers will discuss their plans in the event of the government failing to reach a deal with Brussels. No 10 insiders, however, are growing 2 ➔



Orbán v the EU Rightwing Hungarian PM defiant over sanction threat

World Page 18 ➔

Your notes...	
Language	Representation
Industry	Audience
Comparisons to unseen products	

Section 2: Unseen Products

Additional materials for comparison...

You will also need to study a selection of additional texts to support any exam analysis.

The following products **ARE NOT** set texts from the exam board.

They may be used in class by your teacher or you can use them at home for home learning or revision to help you with analysing unseen media texts. You should compare them with the set products to help improve your comparison skills.

Magazines

OK Magazine, 2017

OK!
FIRST FOR CELEBRITY NEWS
ISSUE 1069 • FEBRUARY 7 2017 • £2 WEEKLY

**STEPHANIE DAVIS
INTRODUCES HER
BEAUTIFUL SON
CABEN-ALBI GEORGE**

**EXCLUSIVE INTERVIEW
AND PICTURES**

**'I'LL COPE ON MY OWN
BUT IT MAKES ME SAD THAT
I CAN'T GIVE CABEN THE
HAPPY FAMILY LIFE I HAD'**

**'MY SON IS ONE HUNDRED
PER CENT JEREMY'S BABY
— AND A PATERNITY
TEST WILL PROVE IT'**

**KATE
REVEALS
WHAT
IT'S LIKE
TO BE A
PRINCESS
'I'M VERY
WELL
LOOKED
AFTER
BY MY
HUSBAND!'**

**BORN ON
JANUARY 13
AT 11.57AM
WEIGHING
6lb 10oz**

**OK! GOES BACKSTAGE AT THE NATIONAL TELEVISION AWARDS
ALL THE GOSSIP AS WE PARTY WITH THE STARS**

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USA
ISSN 1045-5235
9 771045 523500

GET THE **JASON STATHAM** FORMULA! *RIPPED AT 49*

APRIL 2017 £3.99



Men's Health

UNDO A DECADE OF DAMAGE IN DAYS! p56



50 BEST & WORST DRUGS FOR MEN



HARD MUSCLE FAST

SPRING STYLE TOOLKIT

The New Trends, Translated

HOW TO GET FIT AND RICH
(Both AT The Same Time)

BUILD ARMS LIKE THIS!

The Stath's Own Training Secrets For Growing Stronger With Age

TORCH BODY FAT IN 15 MINS

Kick Work Stress Into Touch

23

CHEAT MEALS YOUR DOCTOR WILL LOVE!

JASON STATHAM, AXINUM NERNITUS ERUM QUIDINATUS, CATATUM



VOGUE

MAR

**WELCOME
TO THE
REVOLUTION!
THE DISRUPTERS
LEADING
FASHION INTO
THE FUTURE**

**SHE HAD US
AT "HELLO"
INSIDE
ADELE'S
WORLD**

**SPRING'S EXTRAORDINARY
CHANGE**

WILL HILLARY CLINTON MAKE HISTORY?

Be Inspired Every Day!

Woman's Weekly

2 February 2016



Deliciously Different
Drizzle Cakes



HAIR Solutions
The Best Cut



To Suit Your Hair Type

Plus The Products You Need To Use



BILL NIGHY
On His Hilarious Time With *Dad's Army*



The Walking That Can Help Your Heart



This Week's Pattern



Your Home

- ❖ Find Out Its History
- ❖ Give It A Stylish New Look



Diabetes Update
What You Need To Know

Stylish Cushion To Knit



FIX A LEAK! A GENTLEMAN'S GUIDE TO SAFE SEXTING P24

PROF. BRIAN COX WILL ANSWER YOUR QUESTIONS P44

NOVEMBER 2014 \$3.99

**YOUR
SEXY
SATURDAY
NIGHT
TELLY
CRUSH**

Ashley Roberts

"PARTY 2 NITE :-)?"
**THE SHOCKING
STORY OF THE
FACEBOOK
KILLER**

32

**WAYS TO
FIX UP
YOUR PAD**

BUILD A BAR
PIMP YOUR WALLS
APOCALYPSE-PROOF
YOUR PANTRY

IT'S
GREAT
TO BE
A MAN

**LET'S GET
COMFY...**

EVERYTHING A MAN NEEDS
TO CHILL THE FLIP OUT!
(INCLUDING HOT GIRLS IN PJS)

1. Film Posters

Star Wars: A New Hope 1977



TWENTIETH CENTURY-FOX Presents A LUCASFILM LTD. PRODUCTION STAR WARS

Starring MARK HAMILL HARRISON FORD CARRIE FISHER
PETER CUSHING

and
ALEC GUINNESS

Written and Directed by
GEORGE LUCAS

Produced by
GARY KURTZ

Music by
JOHN WILLIAMS

**STAR
WARS**

PANAVISION® PRINTS BY DE LUXE® TECHNOLOR®

PG PARENTAL GUIDANCE SUGGESTED
SOME MATERIAL MAY NOT BE SUITABLE FOR CHILDREN

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DOLBY SYSTEM®
Noise Reduction - High Fidelity





A LONG TIME AGO IN A GALAXY FAR FAR AWAY...

STAR WARS

A NEW HOPE

TWENTIETH CENTURY FOX PRESENTS A LUCASFILM LTD. PRODUCTION STAR WARS EPISODE IV A NEW HOPE
STARRING MARK HAMILL HARRISON FORD CARRIE FISHER
PETER CUSHING AND ALEC GUINNESS
WRITTEN BY GEORGE LUCAS DIRECTED BY GARY KURTZ MUSIC BY JOHN WILLIAMS



A LUCASFILM LTD. PRODUCTION
TWENTIETH CENTURY RELEASE
WWW.STAR.WARS.COM

Star Wars: The Force Awakens, 2015





FLY

It comes to life!

CARL LAEMMLE
presents

KARLOFF

THE UNCANNY *in*

The **MUMMY**

with

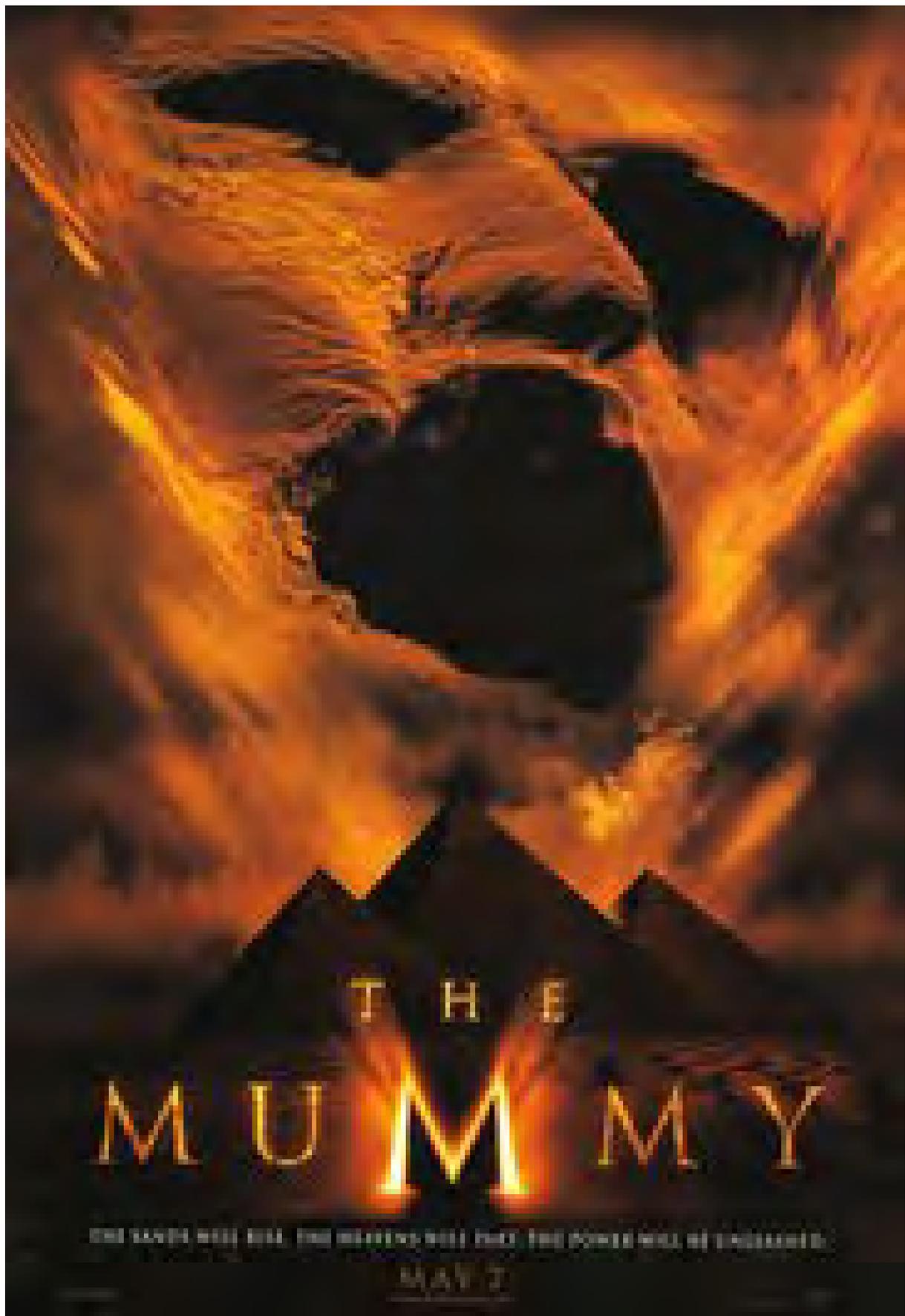
**ZITA JOHANN
DAVID MANNERS
EDWARD VAN SLOAN
ARTHUR BYRON**

Story by . . . NINA WILCOX PUTNAM
and . . . RICHARD SCHAYER

Directed by KARL FREUND
Produced by CARL LAEMMLE *jr.*

A UNIVERSAL PICTURE

The Mummy, 1999





3. Newspaper front covers

Daily Mail (28th August 2015)

Daily Mail

FRIDAY, AUGUST 28, 2015

www.dailymail.co.uk

60p

FREE INSIDE TOMORROW
**GREAT BRITISH
BAKE OFF**

**SUPERB 16-PAGE
RECIPE GLOSSY**



As numbers break all records ...

MIGRANTS: HOW MANY MORE CAN WE TAKE?

By Steve Doughty, Ian Drury
and John Stevens

THE true scale of the immigration crisis was laid bare last night as damning figures revealed net migration had surged to a record 330,000 – a rise of 40 per cent in one year.

It is a humiliating blow to David

COMMENT

Is David Cameron's 'ambition' to slash immigration merely hot air to be wafted around at election time?

SEE PAGE 16

Cameron after his 'no ifs, no buts' pledge to reduce the number to 'tens of thousands'. Incredibly, yesterday's figures do

not include illegal immigrants in the UK, estimated at 1.1 million.

The devastating statistics came as thousands of migrants yesterday flooded across the Hungarian border into central Europe. Many will now head to Calais to join those trying to sneak into Britain.

In other developments:

■ Britain's foreign-born population has passed 8 million for the first time – meaning one person in every

Turn to Page 4



Mission: Jamie Oliver, pictured with his wife Jools

**Jamie's war on
junk food ads in
TV talent shows**

SEE PAGE SEVEN

Sutton Guardian.co.uk

Thursday, January 15, 2015

60p where sold

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Cheam Station Cars

Available on the **Google play** App Store

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www.cheam-cars.co.uk



'MY LIFE WILL BE OVER'

Dying 'true-blue Brit' in hunger strike vow over immigration laws threatening to deport carer husband

Loving couple: Sally Piasecki returned to the UK with husband Walter to be close to her children in 2012

Dead@mapc: 5U69146

CHIEF REPORTER
CHRIS CAULFIELD
chris.caulfield@suttonguardian.co.uk

A dying disabled woman whose parents served in the Royal Navy is being forced apart from her husband because UK Immigration laws

insist she gets a job. Sally Piasecki, of Harcourt Avenue in Wallington, made the gut-wrenching decision to flee the UK in 1986 because she was in an abusive relationship and her life was in danger, leaving behind two adult children. She would later marry

Walter Piasecki, a master carpenter, in Davie, Florida. When her former partner died she returned to the UK to see her children, Nicola, 42, from Wallington, and Joann, 40, from Banstead. She had been diagnosed with thyroid cancer in 2008, and was told she could expect

to live a maximum of 10 to 12 years more. She wanted to spend her remaining years with her family and the couple sold their Florida home and moved here in 2012, only to be told her husband had been refused permission to stay in the country following a change in

immigration rules the same year that states returning British citizens must have a job that pays more than £18,600 if they wish to bring their partner with them. Her disability has proven a barrier to her getting work. Her husband is her carer. Mrs Piasecka, who was born

in Chelsea in 1961, said: "My parents were both in the navy. I'm a true-blue Brit. But I am disabled, I am losing the use of my left arm with thoracic outlet syndrome, my left side is wasting away. "I don't have thyroids after I developed cancer."

Continued on page 4

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- Class 4 & 7 Cars and Light Commercials **£39**
- Class 5 Mini Buses **£50**

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- All makes serviced and repaired
- Reliable servicing at affordable prices
- Competent and trained technicians

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020 8669 1454 info@pdvs.co.uk

Check out our feedback on: www.motorcodes.co.uk

Inside

- Police Investigate reports of Injuries at closed care home page 4
- Rail services slammed by MP page 6
- Children's centres under threat. page 7
- Post office to close page 9
- Former rioter to launch charity. page 10

Find out why 30,000 more readers are coming to suttonguardian.co.uk every month

20p
1

The essential daily briefing

FROM THE INDEPENDENT

Email: gi@independent.co.uk
Facebook: <https://www.facebook.com/independent>
Twitter: @theindep

MONDAY
23 DECEMBER 2013
Number 938

INSIDE TODAY

Don't miss our giant Christmas crossword

Pages 24-25



Britain's first and only concise **quality** newspaper

Prince William backs our campaign to save the elephants **P7**



• Your last chance to bid in part II of our auction **P22**



SPORT

Battered Swann quits cricket



Spurs show spirit for Sherwood



Cable: Tories panicking on immigration

- Coalition at breaking point as Lib Dem minister invokes memories of Enoch Powell's 'Rivers of Blood' speech
- Business Secretary dismisses claims that tens of thousands of Romanians will head to Britain
- Annual immigration limit would be 'illegal and impossible to implement'



Train fares to rise 5% as travel chaos looms



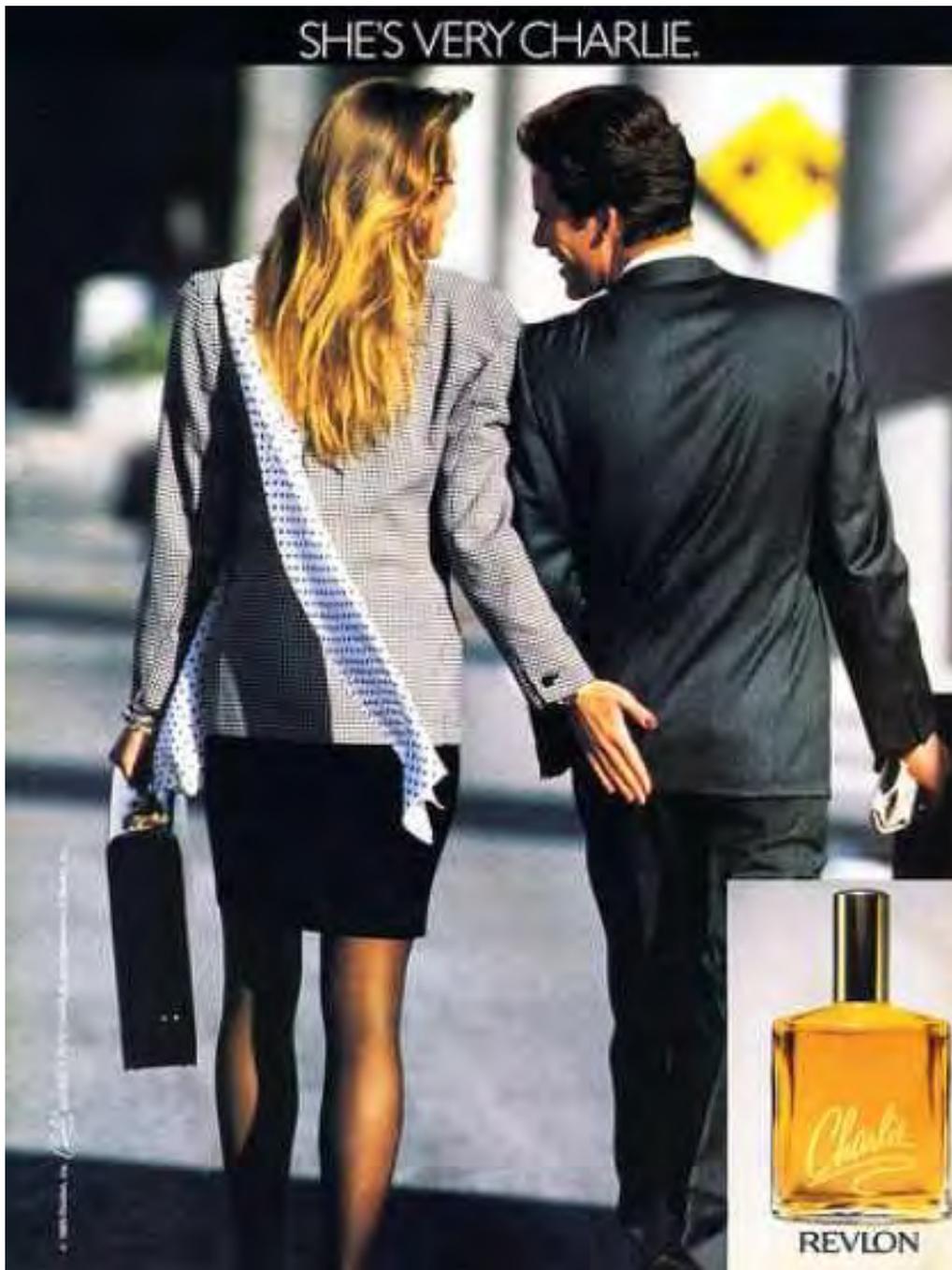
PM: UK doctor's death in Syria is 'appalling'



Councils' car-parking profits soar

3. Print Advertisements

She's very Charlie, 1989



Wonderbra, 1994

HELLO
BOYS.

THE ONE AND ONLY
Wonderbra

THE ORIGINAL PUSH-UP PLUNGE BRA. AVAILABLE IN SIZES 32-38B/C.

© PA



Caroline Wozniacki

Marion Bartoli

Sorana Cirstea

There's no pride like Tide pride

I THOUGHT I KNEW WHAT WHITENESS WAS. BUT I'VE NEVER SEEN SHEETS AS WHITE AS THIS. FROSTY! ALMOST BLINDING!

The Advertising Archives

Tide
Get clothes CLEANEST!

Do you know this?

Washing powders are not all the same. Their formulas vary. Tide can guarantee you the cleanest wash because Tide has more power to get clothes clean than any other product. That is a fact—a fact you can prove by testing Tide against any other washing powder.

FACT!

TIDE WASHES CLEANEST

30580500

for real pride at every stage of your weekly wash turn thankfully to Tide!

WHITES
Tide whiteness is staggering! Nothing else boils so clean as Tide. Nothing else gives that shimmering whiteness!
And if you haven't a mopper you'll find Tide washes whites cleaner than other products boil them!

WOOLLENS
Wool loves Tide, because cool Tide frosts out all the dirt!

COLOURED
Tide washed coloureds are the cleanest, sharpest, loveliest! That's because Tide washes cleanest, and Tide can't make stain.

More facts!

1. Tide is kinder to fabrics than any washing powder made specially for the boil. Yes! Kinder!
2. No soap powder you can use—not one—is as kind to fabrics as Tide.