

GSCE MEDIA STUDIES: TOPICS **AND KEY TERMS**

Introduction:

The Media Studies Year 10 exam is a test based on what the year group have been taught over the year. Therefore it is a test of knowledge as opposed to being a mock exam for their GCSE exam next year. The reason for this is because the exam board change the exam topic each year and the topic has not yet been released. The knowledge and skills they will be tested on, will be used in the GCSE exam. The exam will provide students with an indication of what they need to revise and areas for development in preparation for the final exam.

Exam Board : AQA

Topics covered this year:

- Film
- Advertising

Written Skills when analysing a media text

Point: **Answer the question**

Evidence: **Denotation**

Explain meaning of the evidence: **Connotation**

Expand: **Explain the impact on the audience**

Link: **Link back to the question.**

Design skills

Designing a media product – this could be a storyboard of trailer, a print advert, a front cover of a magazine, a web page, a game cover.

Key terms, Key concepts and theories:

Media product/text : For example; a print advert, TV programme, film trailer, website, app, game, newspaper article, magazine front cover.

Media Language – Mise-en-scene – setting, props and costume, non-verbal communication, lighting, cinematography

Representation – stereotypes, countertypes, archetypes. Negative and positive representation or people, places and events.

Audience: Uses and gratifications
Hypodermic needle model

Passive and active audiences
Maslow's hierarchy of needs
Psychographics and demographics

Narrative: Propp, Todorov, Barthes, Levi-Strauss.

Revision PPs are available on the VLE / GCSE Media / Revision Materials /...