Unit 1: Media Representations

Your exam

Unit 1 will be assessed through an exam, which will be set by Pearson. You will need to use your understanding of how different media representations are constructed by media producers to create meaning, messages and values. You then respond to questions that require short and long answers.

Your Revision Workbook

This Workbook is designed to **revise skills** that might be needed in your exam. The selected content, outcomes, questions and answers are provided to help you to revise content and ways of applying your skills. Ask your tutor or check the **Pearson website** for the most up-to-date **Sample Assessment Material** to get an indication of the structure of your exam and what this requires of you. The details of the actual exam may change so always make sure you are up to date.

To support your revision, this Workbook contains two sets of revision questions to help you revise the skills that might be needed in your exam. The first revision test helps consolidate your knowledge and skills in analysing a range of features in different media types. The second revision test gives you questions on a single clip to allow you to practise writing the types of answers required for your assessment.

Your exam questions

There is guidance in this Workbook for the skills involved in answering the following types of questions.

- Give
- Identify
- Explain
- Compare
- Analyse
- Assess
- Evaluate
- To what extent

Clinks To help you revise skills that might be needed in your Unit 1 exam, this Workbook contains two sets of revision questions starting on pages 2 and 12. The first is guided and models good techniques, to help you develop your skills. The second gives you the opportunity to apply the skills you have developed. See the Introduction on page iii for more information on features included to help you revise.

Revision test 1

To support your revision, this Workbook contains revision tests to help you revise the skills that might be needed in your exam. The details of the actual exam may change so always make sure you are up to date. Ask your tutor or check the Pearson website for the most up-to-date Sample Assessment Material to get an idea of the structure of your exam and what this requires of you.



will also create these feelings.

Explain questions require you to show your **knowledge** and **understanding** of the topic by giving reasons and examples to support your answer. The question will tell you how many examples of the feature you must explain.

Links See pages 18 and 20 of the Revision Guide for information about how colour creates meaning in media representations.

Keeps your clothes fresh all day long. It's more than laundry.

(1)		1 (1		1.4		1	
(h)	Evolain Ana	avample of how	u tunotaco ici	icod to croato	magning in the	c advarticament	
(1)	EXUIAILI ULLE	example of nov		Sed to treate	ineanniù in thi	s auvenusemenn.) marks
(,				
()			,			s advertisement.	ZIIIAI

he text in the centre of the advertisement uses afon	t.
he irregular letters give the impression that the text has been written by	
he contrast with in other parts of th	1e
dvertisement attracts our interest and encourages	• •

Links See page 29 of the Revision Guide for information about how typefaces and fonts create meaning in page layouts.

	Unit
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(c) Identify four conventions of visual advertising t	that are present in this example. 4 marks
1 Brand logo and	Remember that all advertisements are
2	to do something, in this case to buy a particular product. The conventions of visual advertising are included for this purpose.
~	
3	
4 Reliance on symbols and	
See page 3 of the Revision Guide for infor advertisements.	mation about typical conventions of visual
(d) Analyse how page layout is used to make an en advertisement.	notional impact on the viewer of this 6 marks
Page layout should follow certain conventions so	Analyse questions require you to break
that readers are able to identify the most	something into parts by considering media representations methodically and in detail. This
elements of the	will help you to interpret the interrelationships between the media text, its context, audience
page, which order to look at them and how	and potential meaning.
to take action. The design must follow a	
	visual hierarchy so that the reader can
In this advertisement, the eye is drawn to the land	ge photo, which dominates the page. This image
shows	
	, and is larger than
the photo of the product itself in the bottom righ	ht-hand corner. This emphasises
The rule of thirds is demonstrated by	
The child-like handwriting font has the affect of	

Links

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See page 29 of the Revision Guide for information about how page layout and composition create meaning.

(e) Evaluate the ways in which this advertisement is targeting mothers as the audience for the product.6 marks

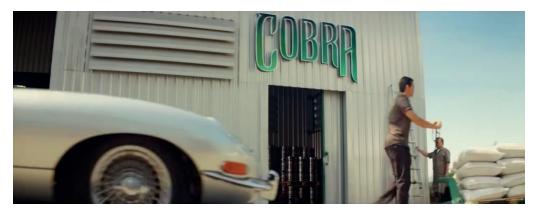
The advertisement features a large photo of , which we assume represents They are	Evaluate questions require you to demonstrate your ability to fulfil the learning outcome: 'Apply knowledge and understanding of media concepts, semiotics, theories and formal techniques to constructed representations'. The answer provided here uses key terms, such as 'anchorage', 'absence' and 'selective representation', to show the ability to apply knowledge to the question.		
This implies that	,		
	·		
chosen because			
•••••••••••••••••••••••••••••••••••••••			
	reads: 'It's more than a blanket; it's my secret		
power to make her smile'. This anchorage reinforces	the message that		
The absence of male fi	gures from the scene suggests that		
Similarly, the selective representation of a mother and child sharing an intimate moment is likely to			
appeal most to	•••••••••••••••••••••••••••••••••••••••		

Total for Question 1 = 20 marks





2 Watch the advertisement for Cobra beer, available by scanning the QR code or entering the URL in your browser.





2 marks

4 marks

(a) Explain one example of how intertextuality is used in this advertisement.

One example of intertextuality is the references to	Intertextuality depends on the audience
James Bond films, for example	actively making connections to other media. Some media products refer directly to each
	other, in this case with the strong references to James Bond films. The audience creates
	meaning by being aware of these references (or not).
•••••••••••••••••••••••••••••••••••••••	

Links

See page 12 of the Revision Guide for more information about active viewing and intertextuality.

(b) Identify how costume and figure expression combine to represent 'the boss'.

'The boss' is always seen wearing clothes – the first shot of him focuses on his designer leather ; he pays enough attention to detail to include a handkerchief in his breast pocket; and later he wears This positions him as rich and careful about the impression his appearance has on others. He makes eye contact with, suggesting he is

e Links

Costume and figure expression are part of the *mise-en-scène*. See page 27 of the Revision Guide for more about this aspect of representation.

 (c) Explain how 'the boss' is portrayed as conforming to a representation of stereotypical masculinity.

Mulvey's theory of

.....

Stereotypes are a way of quickly conveying information about a group or character so that the audience makes assumptions about the person being represented. This question asks you to explain how a stereotype is constructed in this advertisement. It is useful to refer to the main theorists and key terms (such as 'objectified') in a question like this.

states that men are often portrayed as

....., all of which 'the boss' is shown to be. He is an 'alpha male', so both men and women do as he asks, and he has control over the manufacturing of both a traditionally masculine product (......) and a sexualised feminine product (.....). He is, to some extent, objectified as the man living the ultimate male dream.

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PLinks Revise Richard Dyer's theory of stereotyping on page 8 of the Revise Mulvey's theory of audience positioning on page 9.	evision Guide, and Laura
(d) 'This advertisement encourages oppositional readings.' To what ext statement?	ent do you agree with this 8 marks
When a question asks to what extent , you need to give clear details and evid	dence to support your opinion.
In an oppositional reading, the decoder may	Start by demonstrating that you understand the term 'oppositional reading'. Then apply it to the media text being analysed.
In this advertisement, the preferred meaning at first seems to be	
that the audience should aspire to	
An oppositional reading may be that the viewer doesn't agree that	Give some examples of oppositional readings in the context of the media text.
Although the advertisement can be taken at face value, as portraying, it is also open to oppositional readings. It can be viewed as a pastiche of portrayals	Remember to state your opinion about whether you agree with the statement.
of men, such as James Bond, and is clearly intended to be humorous. When 'the boss' winks at the end, v previous assumptions and consider whether	,
	Add your own thoughts about whether the advertisement encourages
••••••	oppositional readings.

Guided



3 Watch the following advertisement for Greene King IPA, available by scanning the QR code or entering

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Revise creating representations via sound on pages 23 and 24 of the Revision Guide, and representations via lighting on page 19.



(e) Compare the representation of the man in this advertisement with that of 'the boss' in the Cobra advertisement (Question 2).
 10 marks

Neither man speaks; however, we get a clear idea of their characters. 'The boss' is	Although neither man has any dialogue, you can gain a fairly clear impression of what they are like from the <i>mise-en-scène</i> – by looking at their costume, the props they use, how they interact with others and their figure expression. Consider what assumptions you are expected to make about their social class and attitude.
•••••••••••••••••••••••••••••••••••••••	
We assume that the man in the Greene King ad is a	also a boss, perhaps the landlord of the pub,
but, unlike 'the boss' in the Cobra ad, his position	is implied by
•••••••••••••••••••••••••••••••••••••••	
Unlike the Cobra boss, whose costume of expensiv	ve suits implies he is
the Greene	e King boss is dressed similarly to those around
him, suggesting	
Both men seem to take special care of the produc	cts they are in charge of – the Cobra boss
directs the detailed production of	and
, while the G	reene King boss personally prepares
	to serve.
ou could go on to talk about the possible meanings of th	e men being represented as loners, their attitude

You could go on to talk about the possible meanings of the men being represented as loners, their attitude towards the activities around them, and their comparative levels of contentment. It might be argued that, although at first they seem very different, there are several similarities between the two men. Continue the answer with three or four more relevant points.

Total for Question 3 = 20 marks

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- 4 Watch the following film clip, a trailer for the film Miss Pettigrew Lives for a Day (2008), available by scanning the QR code or entering the URL in your browser.





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Explain one example of how colour is used to create meaning in the shots set in (a) the apartment.

2 marks

The dominant colour in the apartment scenes is The walls, decorations and other props are , as are Delysia's dressing gown and hair. This colour implies	 You can write about any relevant aspect of the <i>mise-en-scène</i>, for example, location, props or costume. Identify the dominant colour and consider why this colour was chosen. What is its significance in relation to other colours, for example, the brown of Miss Pettigrew's coat? Remember to note the number of marks that will be given for each question. This will give you a clue as to how long to spend on each one.
••••••	
In contrast Miss Pettigrew's clothing and	
_	
This suggests	



You can revise the meanings created by colour choices on pages 18 and 20 of the Revision Links Guide.

(b) Explain how props and figure expression have been combined to represent Miss Pettigrew in the first minute of the trailer. 3 marks

The first shots of Miss Pettigrew suggest she is	
Her figure expression	one right answer; however you should focus on props (which can include costume) and figure expression.You might find it useful to watch the opening minute
and walks with her	with the sound turned off, so that you are not distracted by the voiceover or other aspects of the
head Her costume	soundtrack. You can make a lot of assumptions about Miss Pettigrew through visual clues alone.
is and she appears to be wearing no make-up. TI	his implies
	This is reinforced by the contrast with
Miss Pettigrew disp	lays a shocked, disapproving expression several
times while in Delysia's apartment, suggesting	j she is
	However, she can also be rebellious, for example by

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See page 27 of the Revision Guide for more information about the meanings and representations created by the mise-en-scène.

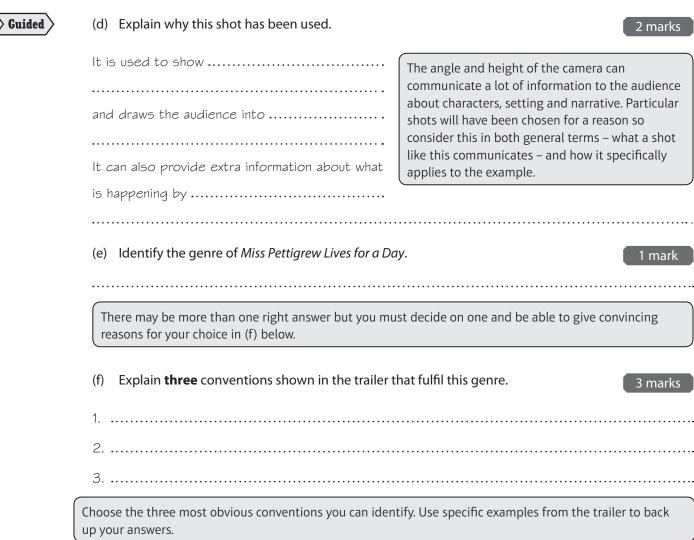
(c) Identify the camera position shown in this still.

1 mark





You should be able to identify a number of different camera positions and shots, which you can revise on page 16 of the Revision Guide.



You can revise genre expectations and subversion on page 14 of the Revision Guide. Links