

# 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



### Links

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.

**Answer ALL questions. Write your answers in the spaces provided.**

**Guided**

1 Look at the following print advertisement for laundry conditioner.

(a) Explain **one** example of how colour is used to create meaning in this advertisement. **2 marks**

The mother and child are wrapped in a red and gold blanket. These are both

.....  
colours that create a sense of .....

.....  
This implies that using .....

.....  
.....  
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.

(b) Explain **one** example of how typeface is used to create meaning in this advertisement. **2 marks**

The text in the centre of the advertisement uses a ..... font.

The irregular letters give the impression that the text has been written by .....

The contrast with ..... in other parts of the advertisement 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.

(c) Identify **four** conventions of visual advertising that are present in this example.

4 marks

- 1 Brand logo and .....
- .....
- 2 .....
- .....
- 3 .....
- .....
- 4 Reliance on symbols and .....

Remember that all **advertisements are intended to persuade** the target audience to do something, in this case to buy a particular product. The conventions of visual advertising are included for this purpose.

 **Links** See page 3 of the Revision Guide for information about typical conventions of visual advertisements.

(d) Analyse **how** page layout is used to make an emotional impact on the viewer of this advertisement.

6 marks

Page layout should follow certain conventions so that readers are able to identify the most ..... elements of the page, which order to look at them and how to take action. The design must follow a


**Analyse** questions require you to break something into parts by considering media representations methodically and in detail. This will help you to interpret the interrelationships between the media text, its context, audience and potential meaning.

..... visual hierarchy so that the reader can .....

In this advertisement, the eye is drawn to the large photo, which dominates the page. This image shows ..... , and is larger than the photo of the product itself in the bottom right-hand corner. This emphasises .....

The rule of thirds is demonstrated by .....

The child-like handwriting font has the affect of .....

 **Links** 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 .....  
..... The target audience for this advert is  
..... This has been  
chosen because .....  
.....  
..... The main text 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 figures 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

**Guided**

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



Watch the clip here

<http://activetea.ch/2mmjDDc>

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

2 marks


One example of intertextuality is the references to James Bond films, for example .....

.....

.....

.....


Intertextuality depends on the audience 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'.

4 marks

'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 .....

 **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.

6 marks

Mulvey's theory of .....

.....

states that men are often portrayed as .....

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.

....., 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.



Links

Revise Richard Dyer's theory of stereotyping on page 8 of the Revision Guide, and Laura Mulvey's theory of audience positioning on page 9.

(d) 'This advertisement encourages oppositional readings.' To what extent do you agree with this statement?

8 marks

When a question asks **to what extent**, you need to give clear details and evidence 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 of .....

.....  
.....  
.....  
.....

Remember to state your opinion about whether you agree with the statement.

men, such as James Bond, and is clearly intended to be humorous. When 'the boss' winks at the end, we are led to question our previous assumptions and consider whether .....

.....  
.....  
.....  
.....

Add your own thoughts about whether the advertisement encourages oppositional readings.



Links

Revise audience decoding and reading on page 11 of the Revision Guide.

Total for Question 2 = 20 marks

- 3 Watch the following advertisement for Greene King IPA, available by scanning the QR code or entering the URL in your browser.



Watch the clip here

<http://activetea.ch/2mJHjdW>

- (a) Identify the lighting technique used in the first shot.

1 mark

.....

**Identify** questions require you to use your knowledge to select the relevant information from the stimulus material.

**Guided**

- (b) Explain why this lighting technique has been used.

3 marks

..... lighting gives a three-dimensional appearance and adds drama. This striking opening shot engages the viewer's attention at once. The black and white ..... of the man's face highlights his ..... on what is revealed in the next shot to be a barrel.

There may not be a single 'right' answer to many questions, you just need to make sure that your interpretation is appropriate to the context.

**Links** See page 19 of the Revision Guide for more information about how different lighting techniques create meaning.

- (c) Identify **one** example of non-diegetic sound in the advertisement.

1 mark

.....  
.....

Examples of non-diegetic sound are musical soundtracks, voiceovers and dramatic sound effects.

**Guided**

- (d) Explain how the representation of the pub is established through sound and lighting.

5 marks

The pub is represented as welcoming and relaxed, where people go to have a good time. This is established through both ..... and .....  
.....  
The music is initially muffled while the man is in the cellar but, as he ..... , it becomes clear, drawing the viewer into the pub's atmosphere. The lighting in the pub is ..... , with a yellow tinge, reinforcing the relaxed, warm feel of the bar. Most of the customers are ..... and in semi-shadow, helping to create a sense of intimacy.

You could make several points about the sound and lighting but remember to include the correct terminology (e.g. 'diegetic', 'non-diegetic', 'backlit') to show you know and understand them.



Links

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

Guided

- (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 *mise-en-scène* – 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 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 expensive suits implies he is .....

..... the Greene King boss is dressed similarly to those around him, suggesting .....

Both men seem to take special care of the products they are in charge of – the Cobra boss directs the detailed production of ..... and .....

....., while the Greene King boss personally prepares .....

..... he is about to serve.

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.

.....

.....

.....

.....

.....

.....

.....

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.....

.....

Total for Question 3 = 20 marks



- 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.



Watch the clip here

<http://activeatea.ch/2mmC8HO>

**Guided**

- (a) Explain **one** example of how colour is used to create meaning in the shots set in 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 *mise-en-scène*, 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 .....

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

**Guided**

- (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 is downcast – she looks .....

..... and walks with her head .....

Her costume is .....

and she appears to be wearing no make-up. This implies .....

..... This is reinforced by the contrast with .....

..... Miss Pettigrew displays a shocked, disapproving expression several times while in Delysia's apartment, suggesting she is .....

..... However, she can also be rebellious, for example by .....

- This question offers a lot of scope for covering different aspects of the *mise-en-scène*, and there is no 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 with the sound turned off, so that you are not distracted by the voiceover or other aspects of the soundtrack. You can make a lot of assumptions about Miss Pettigrew through visual clues alone.



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.

Guided

(d) Explain why this shot has been used.

2 marks

It is used to show .....  
 .....  
 and draws the audience into .....  
 .....  
 It can also provide extra information about what  
 is happening by .....

The angle and height of the camera can communicate a lot of information to the audience about characters, setting and narrative. Particular shots will have been chosen for a reason so consider this in both general terms – what a shot like this communicates – and how it specifically applies to the example.

(e) Identify the genre of *Miss Pettigrew Lives for a Day*.

1 mark

There may be more than one right answer but you must decide on one and be able to give convincing reasons for your choice in (f) below.

(f) Explain **three** conventions shown in the trailer that fulfil this genre.

3 marks

1. ....
2. ....
3. ....

Choose the three most obvious conventions you can identify. Use specific examples from the trailer to back up your answers.



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