Your notes

GCSE Media Studies: revision notes

The set products: print, film, newspapers, radio and games

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Component 1 at a glance

- Component 1, Exploring the media, is a 1 hour 30 minute exam worth 40% of the GCSE.
- Section A, media language and representation: one question on the media language of a **set product**, and a two-part question on representation that compares a **set product** with an unseen one in the same form. Part (a) is on contexts; part (b) is the extended comparison.
- Section B, media industries and audiences: one stepped question on industries and one on audiences, on two of film, newspapers, radio and video games.
- Section A's **set products** are printed in the exam paper for you, so learn how to analyse them, not every detail.

The Section A set products

- Magazine front covers: Vogue (July 2021) and GQ (August 2019), two lifestyle magazines aimed at different audiences.
- Film posters: The Man with the Golden Gun (1974) and No Time to Die (2021), two James Bond films made almost 50 years apart.
- Newspaper front pages: The Guardian (18 January 2022) and The Sun (1 January 2021). For exams from 2028 they change to The Guardian (6 May 2025) and The Sun (22 March 2025).
- Print adverts: Quality Street (1956) and NHS 111 (2023). NHS 111 replaced This Girl Can for exams from 2027.
- Study at least two more products of each form yourself, to compare with the unseen product in the exam.

Analysing the Section A products

- Media language: layout, images, colour, typography, the masthead or title, cover lines, slogans and the **mode of address** (how a product speaks to its audience).
- Semiotics: denotation is what you see; connotation is what it suggests. **Anchorage** is text that fixes the meaning of an image.
- Genre: posters and covers repeat conventions so audiences recognise them, but vary them to stay fresh. Bond posters repeat Bond's pose, guns, glamour and the title logo.
- Representation: compare how gender, age and ethnicity are shown in products from different times, and link them to their contexts. The 1974 poster reflects 1970s attitudes to women; ask how far the 2021 poster shows women as characters in their own right.
- Quality Street (1956) is from a time of post-war optimism and traditional gender roles; NHS 111 (2023) is a public information advert from a government service.
- Newspapers: The Guardian is a left-leaning quality paper (tabloid-sized since 2018); The Sun is a right-leaning popular tabloid. Compare their front-page choices of story, images and language.

Section B: industries and audiences

- The Sun: owned by News UK, part of Rupert Murdoch's News Corp. Its print sales have fallen, so its free website (the paywall was dropped in 2015) and social media matter more for readers and advertising. Regulated by **IPSO**.
- Desert Island Discs: BBC Radio 4, first broadcast in 1942. A guest, the castaway, chooses eight records, a book and a luxury while talking about their life. Funded by the **licence fee** as **public service broadcasting**; also a podcast on BBC Sounds, which reaches younger audiences. It replaced The Archers for exams from 2027.
- No Time to Die (2021): the 25th Bond film, made by Eon Productions and released by Universal and MGM. Its release was delayed by the COVID-19 pandemic. Marketing used trailers, posters and brand partnerships; the **BBFC** rated it 12A. Study it for industries only.
- Fortnite (2017): made by Epic Games. **Free to play**, it earns money from in-game purchases such as skins and the Battle Pass. It runs live events and collaborations with brands and artists, works across platforms and is rated **PEGI** 12. Many players also watch it on streaming sites.

Key terms

Set product	A media product named in the Eduqas specification that every student studies.
Unseen resource	A media product you have not studied, given in the exam to compare with a set product.

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Anchorage	Text, such as a caption or slogan, that fixes the meaning of an image.
Mode of address	The way a media product speaks to its audience, for example formally or chattily.
Public service broadcasting	Broadcasting to inform, educate and entertain, as the BBC does, not just to make profit.
Licence fee	The yearly fee UK households pay to watch live TV or use BBC iPlayer, which funds the BBC.
Free to play	A game you can download free, which makes money from in-game purchases.
IPSO	The Independent Press Standards Organisation, which regulates most UK newspapers.
PEGI	Pan European Game Information: age ratings for video games.
BBFC	The British Board of Film Classification, which gives films their age ratings.

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Quick questions

Cover the answers and test yourself: remembering is what makes it stick.

1. Which two film posters are Eduqas Section A set products?
2. Which print advert replaced This Girl Can for exams from 2027?
3. Which radio programme is the set product for exams from 2027?
4. Who owns The Sun?
5. How does Fortnite make money?
6. Which organisation regulates most UK newspapers, including The Sun?
7. Who chooses the records on Desert Island Discs?
8. What is anchorage?

Answers

1. The Man with the Golden Gun and No Time to Die
2. NHS 111 (2023)
3. Desert Island Discs
4. News UK, part of Rupert Murdoch's News Corp
5. In-game purchases such as skins and the Battle Pass
6. IPSO
7. The guest, called the castaway
8. Text that fixes the meaning of an image

What to do next

Practise 11 questions on this topic

Try 4 exam questions, with mark schemes

Read the lesson, one step at a time

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