Your notes

GCSE Media Studies: revision notes

The set products: television and promoting media

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Component 01 at a glance

- Television and promoting media is worth 35% of the GCSE. It's a 1 hour 45 minute paper with 70 marks, and that includes 30 minutes of viewing time.
- Section A is television: you study Vigil and The Avengers in depth. Section B is promoting media: The Lego Movie's film, posters, trailer and video game.

Section A: Vigil and The Avengers

- Vigil (Series 1, Episode 1, BBC One) is a modern crime thriller set partly on a nuclear submarine. It shows a contemporary BBC drama, and how public service television keeps a big audience.
- The Avengers (Series 4, Episode 2, 'The Gravediggers', ITV) is a spy drama from the mid-1960s. It shows television in the era of only three channels, and how social attitudes and technology have changed.
- You compare the two, including how each one was made and funded, and how each reflects the politics and attitudes of its time.
- Think about how women are represented in each, and how each opening hooks its audience.

Section B: promoting media

- The Lego Movie (2014, a U certificate from Warner Bros) is studied for media industries and contexts only, so you don't analyse it scene by scene.
- The film, the posters, the UK TV trailer and the video game all promote one another. They come from one global **conglomerate**, Warner Bros.
- The Lego Movie Game (TT Games, 2014) shows **vertical integration**: Warner Bros owns the games company that made it. It's also **cross-platform**, so it reaches more of the audience.

- Look for **intertextuality**: references to other Warner Bros franchises, and to Lego itself.
- Audiences are families and fans of Lego. It offers them nostalgia, and plenty of humour for adults as well as children.

Key terms

Set product	A media product named in the specification that every student studies.
Conglomerate	A very large company that owns many different media businesses.
Vertical integration	When one company owns different stages of making and selling a product.
Intertextuality	When one media product refers to another.
Public service broadcasting	Television and radio made to inform, educate and entertain, such as the BBC's.
Cross-platform	Available on several kinds of device or media.

Quick questions

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

1. How much of OCR GCSE Media Studies is Component 01 worth?
2. What's included in the time for the Component 01 paper?
3. Which two television programmes are the set products?
4. Which channel made Vigil?
5. Which channel made The Avengers?
6. When was The Avengers made?
7. Which company made The Lego Movie?
8. What is The Lego Movie film studied for?

Answers

1. 35%
2. 30 minutes of viewing
3. Vigil and The Avengers
4. BBC One
5. ITV
6. The mid-1960s
7. Warner Bros
8. Media industries and contexts only

What to do next

Practise 10 questions on this topic

Try 4 exam questions, with mark schemes

Your notes

Read the lesson, one step at a time

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