

①

Paper 4 Section A

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Question 1:

In the 'This Girl Can' advertisement uses ~~an image~~ image to promote the campaign. For example, in this ~~image~~ advertisement we can see that the woman is dancing, she looks unpreoccupied with what she looks like as she's having fun. In that image we can see the woman doesn't care who sees her or how, she's living in the moment and enjoying herself. She's wearing a blue top which may symbolize renewal, a new beginning, it is also a very popular color to use in gyms and gym clothing. There's a focus in the woman while the background is faded giving the impression that she's more important and kind of transporting us into her mindset, making us feel what she feels, that she's in the centre of the world.

In the middle of the advert there's two similes, "sweating like a pig, feeling like a fox". Although the intended meaning is one of, even if she's sweating like a pig, which has a bad connotation and symbolizes dirtiness, she's feeling like a fox, supposedly meaning she's feeling sexy and good, which is a great form of empowerment. ~~But~~ these similes can also ~~connotate these things~~ have a bad connotation as a fox is mostly seen as a cunning, untrustworthy and deceiving animal which gives a whole other meaning to the otherwise empowering sentence. Something else that can be seen as having two edges in this ad is the logo "This Girl Can", which once again is supposed to have a good connotation of the girl in the image being powerful and being able to achieve whatever she wants but ~~instead~~ can also be seen as a degrading statement towards the woman as the lady in the image is referred to as a "girl" although clearly a ~~teen~~ grown up woman making it feel like a ridiculizing statement rather than empowering.

high key lighting
on her and lowering
lighting on the background.

As for layout the woman is put in the middle with the focus on her giving her the power and the attention, making her the first thing someone sees when looking at the advert. The catch phrase is in the middle too in white font to make it pop out and be noticeable and also indicating that it is about the woman as it's on top of her.

Lower on the image we can see the "This girl can" is lined up with the woman's uterus making it a possible symbol of empowerment to woman.

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Question 2 a:

In the front cover of the magazine GQ is Dwayne Johnson also known as the Rock. Dwayne is a mixed race man which is a very good thing as it means the magazine is representing mixed race people and with a good rep, positive representation, which we can see by "How Dwayne Johnson became ^{Hollywood's} ~~the~~ most bankable star". Dwayne Johnson is a symbol of masculinity, which justifies why he was used for the front cover, as the issue is "mind body & masculinity". On that note the magazine uses other things as "Man UP! How to be a man in 2016 (it's not as hard as you think)", "The essential wellness gadgets" as men don't care about being trendy, wearing the latest fashion gadgets but something useful and manly, a "The Style Manual ^{GQ's} Rebooted Fashion Guide" for those who like to be fashionable but still manly. All this is included in one package of masculinity. The use of Dwayne is a huge deal as men of colour or mixed race are hardly ever represented special well represented, this makes GQ an inclusive magazine who even gives you a "World Exclusive" sneak peak into Dwayne Johnson's secrets. At the time released ~~the magazine~~ there was news going around about the beach tragedies, and GQ talked about it, making it an even more inclusive magazine. Something every man should have with him.

Question 2b:

In the GQ magazine we have Dwayne Johnson represented, a mixed race man. In the magazine's cover Dwayne is making eye contact with the camera creating a direct address effect which adds to the masculine feeling of the cover. Then we can see his stoic face and his well sculptured arm where ~~there~~ he has a tattoo once again adding to the feel of masculinity. This magazine is very subtle with the way the represent men and masculinity. The colours, the actor Dwayne Johnson and the way the magazine is layed out in order to make it look like the man is commanding it, all gives the viewer the feeling of masculinity without exaggerating anything.

~~Contrary to that~~ On the Rolling Stone's magazine cover we have the young bombist represented, he too being from a different race. The producers chose a normal photo of the young man instead of his mugshot or any other photo. In this photo the young man is also looking into the camera (direct address) in a rather modellesque way, which joined with the caption "The Bomber" does indeed make it feel like they are talking about the vocalist of a new rock band while actually talking about someone who bombed something. Right below we have "How Popular, Promising Student Was Failed by His Family, Fell in Radical Islam and Became a Monster" which makes it out as if it wasn't his choice to go bombing places but that he was pressured by his life circumstances and fell into a trap he'd never escape. This is quite a radical way of representing someone as it calls to much larger social issues, for example it blames a whole religion for the young men's mistakes which instead of representing is discriminating. The cover almost makes it seem like he was a man and it was none of his fault but the ones around him.

Although both magazines represent men from different ethnicities and colours they have huge differences. GQ focuses

how to look masculine and feel masculine using your body or your fashion, it empowers men to become fit and good role models passing the message men are great and capable of everything they want. While Rolling Stones focuses, kind of, in taking the blame of men, no matter what you do you are not to be blamed but your family and religion and culture are. It puts men in a dangerous spotlight incentivizing them to do whatever they want as they be seen as the go man who was influenced into doing bad things.

Part 4 Section B

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Question 3

- a) News UK. X
- b) News Corp. which is owned by Rupert Murdoch who owns The Sun (printed and online) and Fox.
- d) The newspaper industry faced a hacking scandal where it was found that The Sun was hacking people's personal informations in order to get a good story. This happened to a lot of famous people and was found out by a journalist from The Guardian when the voicemail of a missing girl was emptied even though the girl was already dead. Since then the Sun had to close down one of its branches and pay huge fees to those "hurt" during the process and now all newspaper try to get the issues from legal parties and connections, or try not to be caught. ;)

Question 4:

- a) Nintendo cooperating with Niantics.
- b) Rating the games and saying from which age it is appropriated to.
- c) ~~That of the Pokemon Go's audience is~~
- d) Pokemon Go is a very popular product as it satisfies social interaction purposes and Entertainment purposes. Entertainment because it is a game made from cartoon that a lot of people know and is part of a lot of people's childhood memories. Social Interaction because in order to play you have to walk around the city while connected to GPS where the augmented reality game provides you with spots where you can find pokemons and where you'll have to engage with other people to compete for Pokemons. ✓

Shame you didn't complete this.

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Media Studies Mock paper

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1)

a) In the "This Girl Can" advertisement there is very excited dancing woman in the mid shot of the photo. Her face is very ecstatic and happy as she is dancing connoting she's feeling free and careless. The green t-shirt she is wearing suggest natural meaning this is what she's supposed to do. The people in the background are blurred out, so that we can fully focus ourselves on to the girl. She is obviously in some sort of dumba dance class as the lights/colours are very dull but colourful. ✓

b) ~~The magazine~~ In the middle of the woman has a text which reads "Sweating like a pig, feeling like a fox." ~~the~~ If she's sweating like a pig, it means she is giving it her all and does not care what others think. Feeling like fox suggest that she is feeling good and sexy. ~~This~~ This is placed on the female's U breast area, which is a very woman place meaning this has nothing to do about sexual or male gaze reasons as it's covering her breasts. Under ~~the~~ ^{the tag-line} is the slogan "This girl can" this can be very demeaning to woman as they are not

young girls but fully grown woman.

c) The layout and design of this advert is all perfectly done to not make the photo seem sexual in anyway. The tagline is placed on the breast area to cover her breasts. There are several people in the background but they are all blurry away to keep the main attraction to the dancing female. The excited woman is set in focus so we know what the main image is and what we should expect from the company.

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2a) The GQ magazine used Dwayne 'the rock' Johnson as their front cover star.

This is a very positive view on representation as he's a successful Samoan actor.

Using him as their front cover model suggests that ~~he is~~ non-white people can feel inspired by this. This issue is mainly about being a man. This can be very demeaning to men as they think they have to look like the rock to be a man.

The puff on the right says "Man up!", this is a very out put statement which could encourage men to "man up" and get some work done. Under this puff is a small sentence which reads "it's not as hard as you think." This can be ~~an~~ ensuring to men as they might be scared to work out. Having the rock's name so big in the picture can attract more sales as he's well known.

Media Studies Mock paper

dead girl's phone and listened to those voice mail's. This left the parent's to be devastated. There was also another hacking incident where The Sun hacked into a royal family member's and found out they had an affair. They ruined an relationship for the public's joy.

4)

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a) Nintendo

b) It is used for the age-rating system.

c) No, a lot of ^{old-school} fans are still. ~~there~~ ~~are~~ fans of the new pokemon and love the nostalgic sense to it. But there are also many new audiences as video games are a massive deal in today's generation.

d) Pokemon go is a popular product ^{because} ~~become~~ it is for free, this is very cool for people who don't have a lot of money.

Pokemon go was advertised like crazy, it had it's own trailers, facebook, instagram page. Even a youtube channel where people could watch tutorials on how to play.

It being advertised so much, means a lot of people saw it and so played it.

Pokemon is very known in general, it has it's own TV-show and card games. So a lot of different types of generation.

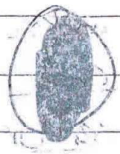
Would want to play pokemon go
for the nostalgia.

Even just the fact that it's a game
brought many fans. It's easy to download,
you don't need any extra equipment such as
consoles. Plus it is so much fun, you can
walk around the city and catch pokemons,
it is like you are an actual hunter in
the game.

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Media Studies Moch papers

At the very bottom of the GQ front cover is a small inside-story of how the rock became so successful. This is very inspiring for ~~young~~ young ~~and~~ Samoans, mixed race and so to hear ~~as~~ ^{their} ~~there~~ dream may have been to be an actor but felt left out. Knowing the rock did it, is inspiring for them. to hear



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2b) In the GQ the Rock is represented very positive. They talk about how he has become hollywood's most bankable actor. This is very powerful and inspiring as he is a samoan man. However in the Rolling Stones cover, there is a terrible represent of ~~mixed race~~ ^{Coloured} men. ~~2~~ Two brother's wh bombed a school. This is awful to hear but the fact it was non-white boys can be scaring for people to hear. Right-wing believers will see this and continue there hate against "immigrants". Both are attractive young men. In the GQ they describe the rock to be this very successful actor, yet in the rolling stones they also have one good representation of the bomber. They say how he was a "popular and prom's student", this can be seen to be a positive representation as a non-white male was popular. This suggest racist times have gone and anyone can be popular and best in class. In the rolling stones cover Dzakhan Tsarneau is the main picture yet his name is nowhere to be seen. They call him

2

"the bomber" or "monster", this tells us he is not worthy enough to have his name written all over the cover. Whereas the rock has his name in huge bulge letters. So everyone knows who this mixed-race successful man is. It is like they are embarrassed of Tsarnaev so they don't add his name for people to track him down. In the GQ cover, the rock's bicep is right in center of the photo to show what a man he is. However in the rolling Stone's cover, they used a picture of Tsarnaev where he looks like a young boy. He couldn't come close to be called a man. Also no muscles or anything are to be seen in the photo of Tsarnaev.

3)

a) ?

2 b) News UK owns the Sun.

News corp. is also owned by this organisation.

c) ?

d) The Sun has faced some challenges over the years. There was a hacking incident where ~~at~~ a young girl who was murdered got lots of voice mails of her parents. The parents thought she was just missing. After a few days they realised the voicemail has been listened to. This made the parents think there was still hope. Yet it turned out, The Sun hacked into the

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Q1

a. In the 'this girl can' advertisement we can see a woman wearing a havi top. She seems to be having a good time to her facial expression and body language we can also see that she is sweating from her hair which connotes that she is going wild and having a good time and does not want to stop.

b. The metaphorical language 'sweating like a pig' and 'seeing like a fox' symbolises her thoughts and feelings in the image. 'Sweating like a pig' connotes that she is not having a break, she is giving her 100% energy in her dancing which makes her sweat like a pig. In contrast 'seeing like a fox' connotes a more powerful image suggesting that she is wild and free like a fox & can also suggest that she is very independent and the 'this girl can' connotes that she is feeling all these emotions above.

c. This advertisement is ~~about~~ ^{loved out} so the reader will see the 'sweating like a pig, seeing like a fox' first it is also placed round her upper chest area which would be a bigger attraction to the male gaze. The woman is clearly at a party but ~~the rest of the scene~~ the rest of the mise en scene is blurred which informs us that the creator of the ad wants us to focus on the girl mainly her feelings and emotions. The 'this girl can' is placed so the reader can see an example for what it actually means which is the woman presented.

2a.

The magazine is ~~denoting~~ denoting a big muscular man covering up the entire cover he is shown to be very serious due to his facial features. There is a subheading on the side ^{ing} ~~says~~ 'Man up! How to be a man in 2016' and from this we can conclude that this magazine is made for men. ~~Just next to~~ the masthead states 'Special issue: Mind, Body and Masculinity' and this is ^{conveying} ~~conveying~~ ^{denoting} everything that the man represents for. Right near the middle in bold words it says who the man represented is 'The rock' this will encourage a bigger audience due to the world wide popularity of his name, also in the exclamation mark, the rock's iconic symbol 'a bull' is placed there instead of a ~~dot~~ ^{dot} and ~~the~~ ^{this} connotes strength and power that he stands for. It also shows a sentence saying 'How Dwayne Johnson became Hollywood's most bankable star' this is placed again to attract a larger audience with the topic of 'Celebrity Gossip'.

Copyright
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Low
media
Dan

3

26. In the EQ magazine it is representing power and strength to be better for ~~the~~ yourself where as in the Rolling Stone it represents a man who was popular and that he turned into a monster.

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Unlike the EQ magazine where its trying to reach out to a wider range audience, the rolling stone magazine is just layed out for people who are interested in celebrity gossip. On the left hand side of the cover their many names displayed for different celebrities which again connotes the idea of this magazine being for the celebrity gossip type people.

The EQ also displays 'man up' how to be a man in 2016' which gives it a more positive representation whereas, in the rolling stone on the bottom right hand side it says 'the bomber How a pioneer, ~~and~~ promising student was failed by his family, set into radical ISLAM and became a monster' from this we can suggest ~~to~~ this a negative ~~the~~ representation on the person on the cover but by the fact it also states 'failed by his family' ~~and~~ also puts a bad representation on them ~~to~~

Q3

- a. News UK
- b. News magazine News Corp.
- c. It means also they have collected them sales sort of.

D. The Sun where involved in a ~~big~~ hacking scandal at the time where news was breaking they would hack into peoples private lives to get a

Don

It was proven true ~~soon~~ due to a girl being murdered and her phone records ~~were~~ were still being used and the Sun broke a story about it. A person also wrote a book describing the situation and how to stop it.

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Q4 ~~the~~ Nintendo ✓

b. The PEGI is used to put out a minimum age rating certification for the game which include 3, 7, 12, 15, 18 depending what the game represents and what is included in it will determine the age rating for (example if the game has sex and ~~bad~~ drug use it will more likely be an age rating of 18).

c. The Pokemon has evolved to a new generation of games and fans but statistics prove that people between the age 18-35 play Pokemon go the most which confirms that more of the original fan base of Pokemon play Pokemon go today than a new generation of fans do.

d. Pokemon go is a popular product due to the high popularity it has received in the past. For newer gener^{ations} and other ones to it is a colourful interactive app that uses a GPS to catch your own Pokemon. People may also play as it's something to do while being active. It's people want to stay in shape it is also a good excuse to play Pokemon go. One reason mainly for 7-18 year olds is to look cool as Pokemon go was the next big thing so you wanted to join in with a 'popular' crowd. You could install the app and play with others.

4

37

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(a) The image as a whole is supposed to represent ~~WOMEN~~ women doing what they want without caring what others think. Front and centre there is a woman sweating, dancing and her face we can see shows that she is happy. The background is also women looking like they are having a good time in what appears to be something like a zumba class.

(b) The text in the image is supposed to be representative of how the women are feeling. 'sweating like a pig' 'Smelling like a sock'. This text is telling us that the woman may look or smell bad on the outside but on the inside she feels really good and does not care what people think. ~~the text is supposed to be representative of how the women are feeling.~~

However this could be still seen as bad advertising for women as they are still being compared to two animals. The other bit of text is the logo 'this girl can', saying that women can do anything and everything. However again this could be seen as demeaning as she is a woman not a 'girl'.

(c) The layout and design are quite interesting and show what this ad is really about. The main text ~~is~~ is

The ad is over most of ~~the~~ the woman's skin and her breasts. This is showing us that the ad is not meant to sexualise at all and is a pro women ad. The 'this girl can' text is overlaid near the woman's womb showing female qualities and womanhood. Another thing is that the woman in the centre is the main focus with her bright green t-shirt, while the background is faded out and a bit dull compared to main focus.

Copyright
Infringement
Adviser

2a) This issue of GQ has a prominent black male as the focus of the front page. This is good because he is a black man that is shown as someone to look up to or maybe aspire to be like him which ~~is~~ would not have happened about 50 years ago which shows how time have changed. The cover is also linking Dwayne Johnson with 'How to be a man' and 'mind, body and masculinity' ~~making people~~ with the red colour of the text, making people think they can be like his rich, strong black male.

2000-01

4

Similarly. He is the main focus of the ad, there are ads for other stories and things around him and he even has a big name ~~as~~ 'The bomber' like 'The Rock' in GQ. Also it appears rolling stone are trying to make him look better by saying he was a 'popular, promising student' but was 'ruined by his family' and just this tag might make ~~people~~ people want to buy and read more.

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Edusites ©

3a) ?

3b) News corp, ^{who's} ~~the~~ sole purpose is to make money

3c) To make something sellable and to commercialise it

3d) The newspaper industry in the last decade has ~~not been~~ had a decline and has not been as popular as it used to be. This is due to younger people being less interested in news, being able to find it online and ~~for~~ for papers like the sun not having real news most of the time. However papers like the sun and guardian have now got websites. This is useful for them because although people do not have to pay to go on

25) In the GQ magazine the Rock is the main focus as a very fit, rich, black male. GQ have used that on the front cover to sell more as he is a prominent black male and also to ~~sell~~ sell other products on the front page. So the producers have chose to represent him well but also to make men jealous.

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In the Rolling Stone cover does make Tsarnaev look almost rockstar like with how things have been laid out and designed. The producers have made the cover look like from first glance maybe a look into the life of or something ~~like~~ of a rockstar with him being the only image, having a somewhat rockstar look, he is right next to the title and also the caption 'The bomber' in big black bold letters makes it maybe look like a band or a rockstar nickname until you look at the smaller less noticeable writing.

In these two covers the men at first glance seem to be there for a similar thing. In GQ the rock is there to make the mag look good by having a prominent black male, make men aspire to be like him read about him and sell products. In Rolling Stone Tsarnaev is shown quite

4
the website, it means that more people have access to the sun news, which can greatly benefit the sun as they can still place ads on the site, ~~and~~ can have more or less and ~~it~~ can change ads fast.

4a) Niantic, Nintendo ✓

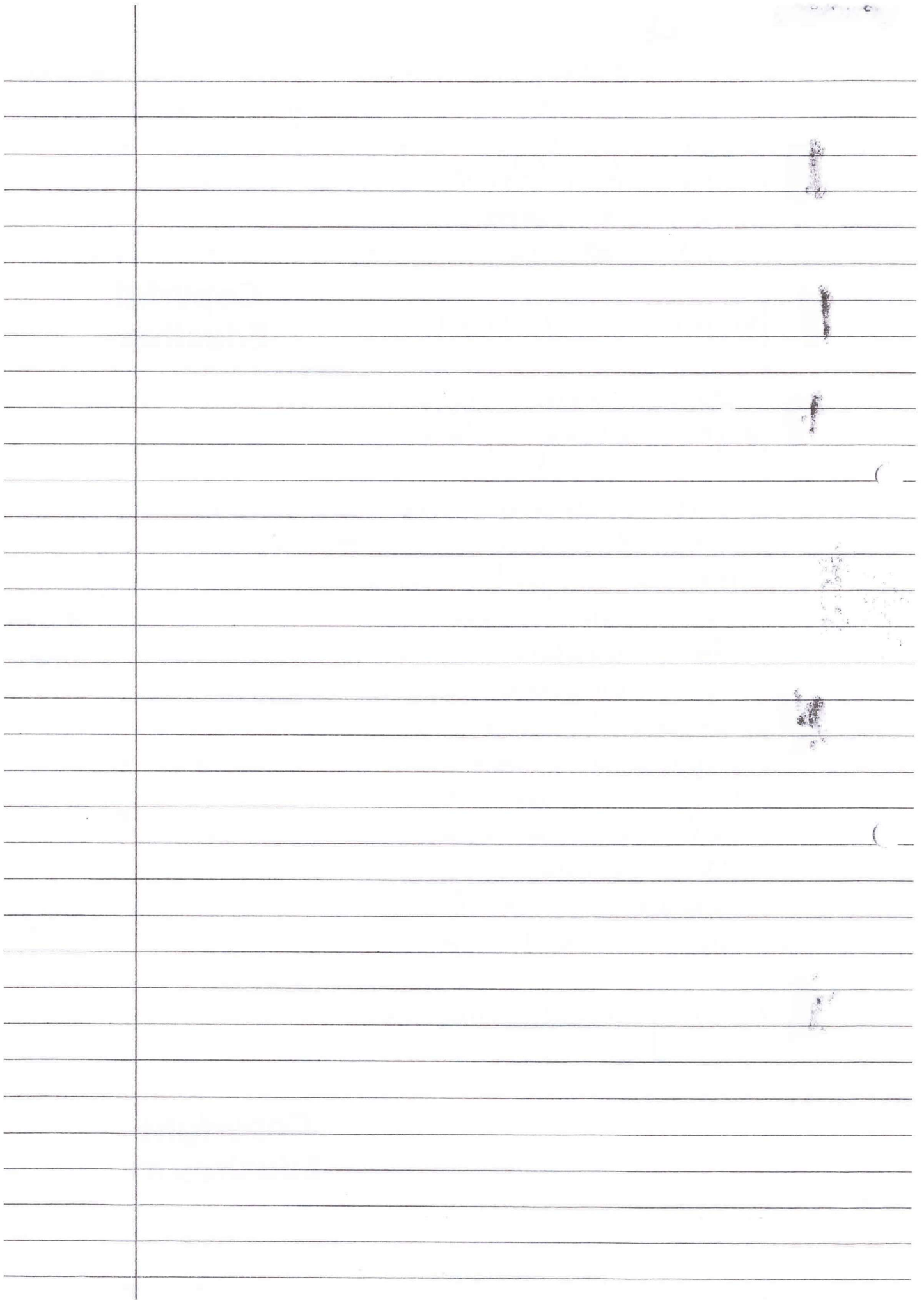
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4b) The PEGI system is used for age rating games

4c) The pokemon go audience is made up of many people. A lot of pokemon go players did play the old games and play now for nostalgia. However a lot of new players did come to the game. This is due to a few reasons about the game. It is a more active, modern, online and still a cartoony game that lots of people like to play whether or not they ever liked pokemon before

4d) my hand hurts sorry

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5 28

Q1: A: The scene in the advertisement shows an exercise class taking place. The woman shown here is visibly enjoying herself in this scene even though she is sweating and not dressed in nice clothes, just a vest and jogging bottoms. The colour blue of her shirt could connote that she is feeling fresh and healthy or that she is having a fun time. Her visible enjoyment shown on her face and with her body language while she is visibly sweating could connote that she does not care about what she looks like and is just here to have fun. She is also not being dismembered by the camera which shows the purpose is not to show good looking she is but show how she feels.

The background is quite colourful with different lighting effects could also connote that this place embraces the fact that people come here for fun and not for ~~be~~ beauty and to just feel comfortable in your own body. As well as all this you can also tell that she is important to the advert because of the depth of field being used to blur out everyone but her.

B: The language being used in this advert sound quite mean at first but it does a 180 and says something nice which could catch the audience off guard. The slogan "Sweating like a pig, feeling like a fox." also helps show the audience that the looks don't matter here. She doesn't look amazing, but she doesn't care because she ~~feels~~ feels

Like a fox, this could mean that she feels sexy in her own way by exercising and being healthy.

The "This girl can" saying could be quite demeaning in some ways because it is calling her a girl even though she is a woman. But this could also be saying she isn't mature or acting like a woman so they call her a girl.

The layout and design of the poster is interesting because where the slogan "Sweetening like a pig, feeling like a fox." has been placed, it takes away most of what can be used for the white space.

It is placed right over the woman's chest area which conceals any of her parts that the white space are associated with.

As well as this the "This girl can" say box is placed right over the woman's womb which could be seen as it showing something very female.

enough hard work. The producers of the rolling Stone magazine thought that it would be a good idea to depict the man as a proper man. When you take your first look at it. "The bomber" slogan could be mistaken by people to show he may be good at something. Then below it say his family failed him as if to say it is not his fault that he did. In my opinion a man should be able to overcome all of this without committing a terrorist act.

Q -

- A: Scott Trust ~~is~~ No Two is The Guardian's ownership!
- B: News Corp owns the Sun, but news is also owned by it
- C: To commodify something is to make it seem like it's for purchase, like women.
- D: The news paper industry has faced the uprising of social media and the internet. So to combat it the Sun now has its own website to bring the news to people quicker, as well as having multiple social media accounts.

Q4: Nintchi Nintendo.

- B: It is used to age rate games.
- C: I do not think so, fans of the original pokémon games may have liked pokémon go but they still stay with the pay to play single player iterations. Whereas people who never played pokémon go would have its own audience for pokémon go.
- D: In my opinion, pokémon go is popular because of the quite satisfaction you get from catching pokémon

2A: The social contexts of the GQ magazine suggests that maybe other races are now being appreciated more for what they have achieved in their lives than ever before. By showing Dwayne "The Rock" Johnson, because he is of mixed race, it shows that people of other races are becoming more accepted into our society. Because this is a positive showing of Dwayne it helps people realize that these people are just as capable as we are. The strapline "mind, body and masculinity" shows that we are not just appreciating him for his body but his intelligence as well. As well as this the "How to man up in 2016" "How to be a man in 2016" shows that everyone is looking to Dwayne to show them how to be a man, a man of mixed race.

2B: The differences between the depiction of what a man is on the GQ cover and the Rolling Stone cover shows the GQ believe that to be a man you have to be strong. GQ's representation shows that men are good and strong whereas the Rolling Stone covers shows a man who committed a terrorist act and make him seem like a rockstar on the front cover of a magazine. This is not a good representation of men because it's showing that if you're bad enough you are a man. The producers of GQ thought that to represent men they would need someone of mixed race to show that anyone can do anything with

Q.4A: and beating other players in matches with their pokémon. As well as this there is a microtransaction within the game to make people want to spend money to progress quicker within the game with little to no effort at all. With this they receive instant gratification because they have progressed quickly within the game with little effort. This can be very addictive for younger players who have little attention span and lose the feeling of paying to progress within the app. The game publishers use this to their advantage and make it so if you don't play you are secretly slowed down in the game so it encourages you to play with these predatory practices. In conclusion I think it is popular because of the quick bursts of satisfaction you gain while playing, and because it is on your phone you can play it anywhere.

6
18

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Q1

A) In the advert 'This girl can' the main feature in the image is a ~~man~~ 'girl' who seems to be having fun dancing around, not really caring about what she looks like and what she is doing. This advert is ~~not showing~~ ~~any~~ ~~of~~ ~~women~~ ~~because~~ it does not show the women objectified so the 'male gaze' is not on this advert. *

B) the language on this advert consists of contrasting similes. The first simile 'Sweating like a fox' suggests that women don't have to look their best all the time. That they can do activities that consist of feeling good about themselves. Also it shows that women can do hard working activities. ~~the~~ the simile 'feeling like a fox' means that women can feel however they want to feel. However ~~the~~ 'this girl can' could be sad because she isn't just a girl. She is a woman.

C) the layout of this advert suggests that it is not for the male gaze because they have put the similes across her chest ~~so~~ ~~an~~ the 'this girl can' box across her womb so that she can't get sexualised. also the design makes it so that she is the centre

of attention because the blur the background to make her stand out.

* She's wearing a green top to make herself stand out. also the green suggest natural beauty.

Q2a This GQ magazine has ~~the~~ 'The Rock' on the front cover. This is because GQ is made to sell to males and they do this by showing ordinary men ~~how~~ how to be rich and get muscle. The main logo and the puffs are red because red is the most attractive colour because we link it to danger. The Rock is doing a pose that suggest show of his muscles. This is to show that if you read this and use the tips they give you, you can look like that. 'The Style manual' is a guide that men can take to gain style. They use the word style because ~~they~~ style is the masculine ~~word~~ ^{word} for fashion.

Q2b In the GQ magazine cover men are shown as being strong and independent. Where as in the Rolling Stone magazine, men are shown as bad and manipulative. ~~Also in the both covers the men look similar because they are both~~

6

Q3

a)

1 b) News [✓] cor, fabulous new page.

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c)

d) the challenges the newspapers have faced is that there was the phone hacking scandal which is that the Sun and lot's of other newspapers were hacking celebrities phone to find some stories to publish but one of the celebrities they hacked was dead and missing but because the hacker removed the messages on his phone people thought she was still alive but it turns out she wasn't. ~~the~~ ^{her} son Robert Murdoch and the Sun got fined.

Q4

1 A) ~~PlayStation~~ Nintendo ✓

1 b) ~~the PEGI system~~ the PEGI system is used to give age rating to games to show how old you have to be to play it. ✓

c) yes the Pokemon Go audience has begun to age. Pokemon Go's main audience is between the age of 18-29 this is because the original Pokemon games were in the 90's so the kid that grew up with Pokemon would be older now.

D) Pokemon Go is a popular product because it involves real life ~~exercises~~ which is revolutionary in Pokemon. People can use it out and about and ~~the~~ the game makes you exercise and visit new locations to then further your gaming ability. ie you can only catch Burtc Pokemon in certain region. So if you want to complete the game you need to travel around the world. Also to hatch the in game eggs you need to walk a certain distance which makes the audience exercise.

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MEDIA TEST
MOCK PAPER

38

Question 1

Images.

Description

The image shows a happy and enthusiastic woman expressing herself in what appears to be a zumba class. She is in a room with quite low key lighting, however, she has a colourful light on her making her the subject of the image. She is wearing a bright and vibrant green top which connotes freshness and healthiness. It is an all round positive colour. You can barely see the people in the background. The lady at the front is clearly the main focus.

Language

"Sweating like a pig, feeling like a fox." This suggests that if you work hard, meaning you sweat, you feel good afterwards. However it could also connote that this woman in the image may be sweating like a pig, but she doesn't care what she looks like because she is feeling good. She feels free. "This girl can" suggests that any woman can be like this. You may sweat like a pig but that doesn't matter as long as you feel like a fox. This goes against the typical young woman who tend to want to look good at the time but this girl doesn't mind and she would rather feel good than look good.

Layout and design.

"Sweating like a pig, feeling like a fox" covers the lady's chest suggest this image isn't just sexually objectifying the lady in an attempt to appeal to the male gaze. The writing is big and bold white written in the centre of the page white suggests its importance to the poster. This also represents how the girl in the poster feels. "This girl can" is lower down in the poster in a small white box and this tells us the company who made this poster prioritise the quote above as being more important. The woman is the most important part of the image though because the writing backs up her body language.

Question 2A

In the extract,
Firstly, we can tell this magazine appeals to men. I know this because of a lot of things. The large 'GQ' logo at the top of the magazine, which stands for gentlemen's quarterly, is in big, red, bold writing. The reason why it is red is because red is thought to be the most attractive colour and the colour that draws our eyes in the most. Also, right at the top of the page where it says "mind, body and masculinity" tells us the target audience for this magazine. Top right of this page, it says "MAN UP!" "How to be a man in 2016". Then in brackets "It's not as hard as you think" which may draw people into buying it because they want to know the secret. The direct address from Dwayne Johnson suggests he is challenging us to buy the magazine. All of the writing down the side of the magazine run down his arm and lead us to his muscles that we aspire to have. This is where we see his raw. The magazine includes some news at the bottom of the front cover.

Question 2B

In the GQ magazine, there are many ^{features} ~~features~~ that represent men and masculinity. For example, "Man up! How to be a man in 2016, (It not as hard as you think)". This is placed next to his head as his eyes stare at you suggesting this is coming from him. There is a large ~~black~~ black circle by the elbow of his arm which uses the term 'style' which is typically a masculine word ~~whereas~~ whereas a more female word would be fashion. The serious pose from the rock is very masculine like too. GQ in itself stands for Gentlemen's Quarterly. Finally at the top it says this special issue is about mind, body and masculinity. ~~It contains~~

In contrast, the other extract is a lot older. One of the sub-headings says "Pretty fly for a white guy" suggesting that this magazine is also targeted for men. Also the rolling stones are typically targeted at men anyway. I think it is more clear that the GQ magazine is targeted at men because ~~there~~ there is more on the magazine to suggest so. GQ appears to have more tips as to how to become a man whereas the rolling stones magazine is more ~~for~~ for men to read. They both include inspirational males on their adverts to appeal to the male audience. They both have a positive

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Representation of men because in the GQ magazine, The rock is able to show his muscles that most males aspire to have. Also ~~before~~ both the man on the rolling stones front cover and on the GQ front cover are looking directly at whoever picks up the magazine which connotes confidence. Finally, the rock, being a mixed race male, making it on to a magazine front cover wouldn't have happened at the time the rolling stones poster was made which is a very positive thing.

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Question 3

- a) BFC X
- b) ~~WPA~~ Rupert Murdoch, - The News Corp ✓
- c) When more than one company cover the same story. ?
- d) The sun has ~~known~~ been exposed before for adopting a phone hacking system to find out what celebrities had been messaging each other. This phone hacking scandal led to, ~~the~~ whoever the sun had employed at the time to hack phones, to ~~preserve the phone~~ open the voicemail of someone who had been thought to ~~as~~ been dead. leaving friends and family to be really happy. Until ~~then~~ they were told that the sun had hacked ~~the~~ their phone and that actually they were dead. This was tragic and to overcome it, the sun ~~restarted the~~ stopped selling their special sunday paper where this news was published and later on resumed it. Now they don't have anyone employed to phone hack and rely purely on people to find out the news

Question 4

- a) Niantic Nintendo.
- b) ~~no~~ To check the game and then give it an age rating.
- c) Yes because there were a lot of young players playing pokemon Go who never played the original pokemon. People that used to collect cards may have been limited to how many cards they could ~~and~~ collect because of the ~~cost~~ cost of the cards. However, now on pokemon Go, unless you spend money on in game currency and purchases, you can collect virtual pokemon for free.
- d) In my opinion, there are many reasons as to why pokemon Go is a successful game. ~~for~~ firstly, it was one of, if not the first game to use AR in

GA a mobile game. Meaning that pokemon would appear on your phone in front of your camera screen making them look like they are in your location. Secondly the GPS system. This ~~was~~ ^{encouraged} people to go to different places to find different pokemon. I think the main reason that was to be because of the large variety of people that this appeals to. Firstly, it was available all over the world on ~~any~~ ^{any} apple and android phones. Secondly, it appealed to children because it was a fun and simple game they could play and compete with their friends. Also it appealed to older generations (18-29) because this is the generation that grew up playing with pokemon cards. It appealed to the elder generation because it was a good form of exercise as you had to get up and about to catch pokemon. Also content creators primarily youtubers, were spreading the word to millions of people about the game recommending it to their ~~viewers~~ which rapidly increased the number of players. Finally, the game is free to play!

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Media Mock

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Q1

(a) The image used is of a woman who seems to be enjoying herself and does not care what the others think of her.

The colour of her shirt she is wearing is bold and connotes a sign of freshness or a new fresh of air which is linked to ~~that~~ her main aim: to feel like a fox, so she works out to achieve that.

The slight pink hue with the background are blurred and make the centre character stand out more and have more focus on her as she is representing the catch phrase.

The central character is also reflecting on the fact that she is proud of ^{that she is} herself and a strong, independent woman.

(b) The catch phrase "Link to how once you start working out to achieve your goal, the body fitness, it will result in "feeling like a fox".

The word "pig" however gives an impression that the main character starts out looking somewhat negative but it is all in the hard work as she will end up "feeling like a fox".

This relates to the slogan in smaller font near the bottom: "This Girl Can." The message behind this is saying that you can do it and that with enough work and effort, the desired result will come. However, the use of the word "girl" can downgrade and put a negative ^{point} ~~image~~ _{of} as the usage is stating that you are not ^{that} independent woman but rather a girl which can be seen bad ^{to} ~~as~~ ^{older} aspirers.

(c) ~~How~~ The catch-phrase is located more in the centre and across the chest of the woman in a non-sexualised way. The white colour is there to be bold against the darker background, however it can also connote innocence and purity which can link to the feeling of the character as pure. The placement of the catch phrase is there to make a statement as it catches the eyes of the audience.

The slogan, also white, is ~~more~~ smaller and is placed ~~more~~ towards the abdomen of the central character, as if to make a meaning and understanding of the "girl" with the womb, ~~being~~ of a female being a female feature.

(2a)

The issue in the magazine is talking about the ways and methods to being a masculine man, how to achieve that through fashion styles and talking about success all while the face and body part of Dwayne Johnson is on the front to further imply that ~~message.~~ ^{message.} ~~context.~~ The social context is basically how each gender are socially influenced on how to look like their gender. The way this magazine does it by the male representation, to ~~be~~ ^{being} more diverse but to also immediately imply the type of audience this magazine is reaching.

The side puffs and headline also link to ~~the~~ the social context as it clearly states on how to "man up" with the headline being "mind, body and masculinity." This immediately

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catches the attention of the male aspirers as it motivates them to become stronger and manly just like the representative, Dwayne Johnson. Thus why the sale puffs are aimed at the target audience and how they are each placed going down the muscular arm, to further connote the meaning of how a man must look like. This version of the issue is special as it features the number one or one of the top males to be featured as manly: ~~as~~ they do this by placing a "how ~~with~~ ~~to~~ Dwayne Johnson became Hollywood's most bankable star", ^{that} a success is ^{also} one of the top priorities ~~too~~ ~~of~~ ^{to} becoming a man.

In the sale puffs, the issue is displaying certain fashion style products and things that are considered manly, all to attract the social desirability of being a man in the target audience: "essential wellness gadgets" and more. The way the magazine cover is designed and which phrases or words to use to attract that certain ~~group~~ target audience is ~~linked~~ referred to the social context of being a man, resulting in the making of being that man viewed by society.

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Q2b) The first main point is how one magazine is representing the man as bad while the other as successful and good. The producers in the Rolling Stones magazine made the main headline of the story link with the bad face of that headline. The criminal in 2013 that time; The image used as the front cover appears more to be like a mugshot or one of those that were the new use to report the criminals. The representation of the man is stating how this face of a man is bad, that he came so low to the point that he was sentenced to death. However, in the GQ magazine, the male representative is the famous Dwayne Johnson and the way the producers made him look as someone who has it all: success, fame and power, all while being a mixed race and muscular man. The way he is posed and being formatted with the text is to show the wealth and how the male aspirers can be motivated by him. The man in The Rolling Stones is seen as weak, powerless and just bad all while Dwayne has that fame and power while being a good, positive role model.

However, The only ^{similarities} similarity that can be seen is how both males have done an act to be at the front cover and that both males are of another ethnicity.

In the differences, one key feature is how both are being represented on both ends of the ~~to~~ scale. The male representative in the Rolling Stones is leaning more towards the fact that their status fell drastically and it lead him to his death.

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However, for the ~~representative~~ ^{representative} in the GQ magazine is known to have worked hard most of his life to build his path and career and is being paid off as he also has a name in the industry that is being labelled as good, which is the ~~main~~ key point as to why he has been chosen for the GQ magazine front cover.

Pa Section B

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Q3-a) editors

b) News UK, and the ~~News Group~~ Rupert Murdoch

c)

d) ~~In the~~ ^{Newspaper} In the ~~News~~ Industry, they have faced the challenges of the scandals of celebrities, the talk about the prime minister and those that are right wing or left wing. In reference to the Sun Newspaper, they have evolved to being more right-winged and leaning towards gossip and scandals rather than the actual news. However, they also now focus on the negative side of things to place a threat or fear upon in the front covers.

It seems like nowadays, the newspapers focus or rely on certain targets as it depends what their aim is. The Sun is directed to the lower parts of a socio-economic group and those that are likely to believe or be easily influenced by; the hypodermic syringe.

Q4) a) Nintendo / Niantic

b) to help keep the audience safe from certain aspects ~~things~~ and to regulate the ratings of series and more.

c) Pokémon Go was a global hit and it mainly targeted the fans of the original iteration, however, other fans of similar Pokémon products also played while others that do not are not into Pokémon also ^{participated.} ~~play~~. The evolution of the original fans never died down, however, the game was forgotten at everyone and it opened up many platforms and ideas, while this did help the older fans and the original feel the nostalgia, it did not evolve them that much by the game.

d) In my opinion, Pokémon Go is popular due to the fact that it is a augmented-reality mobile game app, that is easy to access and is more fun to use. The feature of it being augmented reality is the key factor as to how it gained attraction and popularity. This software attracts all ages and genders as it allows those who are fans and those who are not to feel a part of the game and to be able to see how interactive it can be. The fun side puts it comes with can also gain popularity as Pokémon Go is from the original show Pokémon and thus the merchandise can sell a lot too from the promotion of the app.

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D. I

Pokemon Go is also popular due to the challenges and games the app comes with and how that once you reach a level, the user can go into battles with their collected pokemons; the social interaction being a main point ~~as~~ as to why it became popular. ✓

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