

OCR GCSE Media

[Printable Unit Guide with Live Links](#)

manufactured to serve a purpose; to make money out of audiences who respond to elements of a star's personality by buying their products.

models the star around the target audience they choose so the audience can relate to them

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provide a focal point for cultural thinking — particularly to do with ideas of gender, youth, and sexuality.

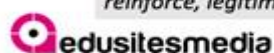
stars provide audiences and the media with a focus for ideas of 'what people are supposed to be like'

How is Dyer's model applied to Mars/Bieber?

TASK 8C

an institutionally built image that seen as representing ideas and values of their time and culture

reinforce, legitimate or alter the prevalent preconceptions of what it is to be a human being in this society



Unit 1 Media Language

[Unit 1 OCR GCSE Core Media Language 20 lessons](#)

Content Overview: Which part of the specification is covered below?

Component 01 Section B Promoting Media

Component 02 Section A Music

Assessment Overview:

Component 01 Television and promoting media

Component 02 Music and news

[Unit 1 OCR J200 GCSE Media Studies Set Study Products 10 lessons](#)

Set Study Products: In this Unit

- *The Lego Movie poster campaign and UK TV trailer:* Advertising and marketing
- *The Lego Movie Film:* Film
- *The Lego Movie video game:* Video games
- *MOJO:* Magazines

Unit 2 Media Representation

[Unit 2 OCR J200 GCSE Media Studies Core: Media Representation 20 lessons](#)

Content Overview: Which part of the specification is covered below?

Component 02 Section B The News

Assessment Overview:

Component 02 Music and news

[Unit 2 OCR J200 GCSE Media Studies Set Study Products 11 lessons](#)

Set Study Products:

- *The Observer/Guardian Online*: Online, social and participatory media
 - *The Observer (two contemporary front covers)*: Newspapers
 - *The Observer 30 October 1966*: Newspapers
 - *The Observer 6 November 1966*: Newspapers
 - *The Observer 20 October 1968*: Newspapers
 - *The Observer one complete edition*: Newspapers
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Unit 3 Media Audience

[Unit 3 OCR J200 GCSE Media Studies Core: Media Audience 20 lessons](#)

Content Overview: Which part of the specification is covered below?

Component 02 Section A Music

Assessment Overview:

Component 02 Music and news

[Unit 3 OCR J200 GCSE Media Studies Set Study Products 20 lessons](#)

Set Study Products:

- *Teenage Dirtbag*, Wheatus
 - *Sk8ter Boi*, Avril Lavigne
 - *Uptown Funk*, Bruno Mars and Mark Ronson
 - *If I Were a Boy*, Beyonce
 - *Somebody To You*, The Vamps and Demi Lovato
 - *Black Magic*, Little Mix
 - *Not Letting Go*, Tinie Tempah and Jess Glynne
 - *Picking Up the Pieces*, Paloma Faith
 - *Live Lounge*, Radio 1
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Unit 4 Media Industry

[Unit 4 OCR J200 GCSE Media Studies Core: Media Industry 20 lessons](#)

Content Overview: Which part of the specification is covered below?

Component 01 Section A Television

Assessment Overview:

Component 02 Television

[Unit 4 OCR J200 GCSE Media Studies Set Study Products 10 lessons](#)

Set Study Product Focus:

- *Cuffs*, Modern TV Drama
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Unit 5 Final Set Products

[Unit 5 OCR J200 GCSE Media Studies Set Study Products 10 Lessons New!](#)

Content Overview: Which part of the specification is covered below?

Component 01 Section A Television

Assessment Overview:

Component 02 Television

Set Study Product Focus:

- *The Avengers*, Sixties TV Drama

Unit 6 Exam Specific Revision & Preparation

Use the links below to access the Online Slides & Knowledge Organisers

[OCR GCSE Media Revision 5 lessons New!](#)

[GCSE Media Revision Knowledge Organisers](#)

NEA Advice

[Unit 1 OCR J200 GCSE Media Studies NEA 5 lessons](#)

[Unit 2 OCR J200 GCSE Media Studies NEA 5 lessons](#)

[Unit 3 OCR J200 GCSE Media Studies NEA New 5 lessons!](#)