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? Report problem

Social Media



Glossary

Glossary

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OCR GCSE Media Studies
Revision

EDUQAS A Level Media
Studies Revision

AQA GCSE Media Studies
Revision

New! A Level Live Scripts

AQA A Level Media Studies

3/35

= 9%

= 11

26 March 2019

Like BBC Radio 1, 2, 3, 4, 5 live, programmes on our digital stations 1Xtra, Asian Network, 6 music, 4 Extra and Hip Hop.

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BBC offers a range of radio stations:

- Multi-platform.
- New and diverse content.
- national and regional channels/stations.
- Radio 1 live lounge (15-29 years old).

Q1. 1Xtra gives much more detail on different discussions.

the video is based in a school setting

Q2. In little mix they were still in school so it's relatable where as the vamps where on a beach having fun with love and 'the boys' little mix is relatable but the vamps is like a dream.

① use media terminology

Q3. Radio 1 live lounge is produced and distributed so you want to keep listening and watching. They make it so you can listen to them through-out most things.

Q.4. In the Mojo magazine, all of the ~~artist~~ always look incredibly serious. It is a matured ^{how do you know?} magazine that wouldn't be for children. Most teenagers wouldn't be interested in this magazine either.

Q.5. Most of the techniques ^{which ones?} used are to make the magazine look fun and playful. Most of the people that work by this & would be 7-13 yr olds because ~~you~~ they can read about the gossip and what's going on around the ^{you need to give me name of the magazine so it's clear which one you are analysing}

27/35 = 77% grade 7.

Candidate 2

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Tuesday 26th March
2019

1. Radio one ^{focuses on} ~~focuses on~~ new current music where as radio ~~one extra~~ ^{focuses on} ~~listeners to~~ R and G. shu current!

2. ~~in the music~~ In the music video 'Black Magic', Little mix are represented as dominant and strong females at the end. This is emphasised by the lighting used, they are very brightly lit and central, this highlights them as more important and powerful in contrast to the students dressed in normal clothing in a dimmer light. In the music video 'somebody to you', the setting portrays the vamps as relaxed and normal just like us, the setting creates this sense of escapism and it's enjoyable to see the vamps as they truly ^{are} just like us in their casual clothing, representing normality.

3. Radio one's live lounge is presented by Clara Amfo, who represents youth, feminism and diversity. She is someone the targeted audience would relate to and enjoy to watch as she is just above their age range. People may also recognise her from Nickelodeon which familiarises the audience with her and they feel they know her better. Her bubbly personality suits the target audience as it's refreshing for them to have an empowering youthful presenter.

Live lounge is accessible online so the target audience can access it easier, this makes it more popular and liked as the 15-24 year old audience would primarily prefer to watch it this way as it's more modern. It can also be viewed whenever and wherever so people can easily rewatch it.

→ an A-list celebrity

In the example of Harry Styles live lounge episode, it's evident that the atmosphere is informal and relaxed which

automatically allows the audience to feel that way too. The clothing of Clara and Harry is casual emphasising this informality low key and intimate setting and represents this idea of friendship. It makes the live lounge seem much more personal and laid back which makes it more enjoyable.

PSB / BBC remit. / add in there

4. In the Mojo front cover, the main image is ~~very~~ a very serious tone, representing perhaps the formality of musicians and their tone towards their music. They are looking directly at the camera, emphasising the professional outlook of these members and their attitudes. The clothing easily suggests formality in formality and ~~is a more natural~~ realistic outlooks on 'The Smiths', they're represented as just regular people like us, they are not dressed all fancy, it's as if we are seeing the real them.

// Also, the use of the camera angle, unlike some magazine covers, is not a low angle shot which is usually associated with dominance, this reflects the band as equals to us as we are 'equal' to them; there's no superiority or arrogance, ~~it's normality~~ it represents their normality yet still portrays them as the dominant focus of the magazine.

Good -

ensure that you use media terminology throughout your analysis and key egs. Don't forget you can comment on cover lines.

Ella Hartwell

5. In Mojo, the layout is very ordered and formal, used to emphasise the maturity of the magazine and appeal to the intended target audience of 40 year old men. We love pop use the layout to similarly target their audience but in a different way. The clustered, busy format ~~cannot~~ automatically shows us how different the intended audiences are, as teenage girls appeal to the more excitable cover as it represents more gossip and content to them.

7. We love pop ~~have~~ use ~~more than~~ one dominant image on the cover just like Mojo, to grab this initial attention of the audience. We love pop further this by including more smaller pictures of famous faces the teenage girls will recognise and what to read about; this impacts the reader as having a variation of famous artists makes the audience more likely to buy it as there's a higher chance of their favourite being in it. Mojo, however sticks to the one main image on the front, as it's a band 40 year old men grew up loving and they enjoy their music, this is enough to target the audience as they want to read about the famous 80's band.

Colours are used in both music magazines to relate and construct a likeable cover for the readers.

Primarily, we love pop is pink and blue, generally associated with younger generations. They're very bright which attracts people towards it as it stands out and looks more interesting to buy, it automatically becomes more appealing to younger children.

Mojo on the other hand uses ~~dominantly~~ predominant

red and black, very formal colours of maturity and almost masculinity. It's used to represent it as a more serious magazine that's not interested in making the cover fancy, but it's the music that targets the audience.

Lastly, the posture and emotions of the bands on the covers are opposites which represents their target audiences. Mojo has the band looking directly at the camera with no expression, suggesting their formality and seriousness about music. It also shows they are mature and that's what the audience likes. The other direction, however, are smiling and joking around, their postures are clearly relaxed and it makes the audience relate to them. They are smiling which welcomes teenagers and makes them ~~real~~ want to read about them and love them even more.

Again - aim to look at media terminology
Mark head
colour palette
direct address

12. well done - a secure, structured analysis

23/35 = 66%

grade 6.

26/3/19

Q1

① Radio 1 focuses on modern, popular, pop music where as radio 1 extra focuses on black musicians & and music, such as RnB.

Q2

~~Little Mix~~ In 'Black Magic' Little Mix are presented as highschool students, which will be relatable to their younger ~~and~~ target audience. On the other hand in 'Somebody to you' The Vamps are presented as ~~young~~

living in a picturesque location by the sea, with clear skies, which is less relatable to their younger audience. Also ~~Little Mix~~

in 'Black Magic' Little Mix use magic to become more popular, this fictional idea ~~is~~ doesn't make a relatable music video.

In 'Somebody to you' The Vamps are shown playing as a band on the beach, which isn't relatable but could be ~~aspiring~~ make their audience aspire to be like them.

2

Q3

Radio one live lounge is hosted by Clara Amfo, who fits the ~~target~~ younger teenage audience well, as she has presented tv shows in the past and has exciting personality suitable for the pop music genre on the station.

Radio one is also live, which would attract a ~~of~~ teenage audience. This is because it's a modern idea, and makes

Direct an
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nd
stinctive the radio station stand out and be more diverse than others.

Radio 1 is produced live in a small studio. This makes the experience of listening to it more personal. ~~and~~ The station is also supposed to be relaxing and something that entertains a young audience.

⑥

Q4

irect
address The band on the cover of Mojo ~~acted~~ have little emotion on their faces, and are staring at the camera. This makes them appear intimidating which fits the serious mood associated with the rock genre. The band are also ~~also~~ wearing dark clothing and all have dark hair, which also links to the serious and almost depressing mood of the rock genre. As well as this the bands poses appear confident linking with the rebellious ~~and~~ attitude often connected to rock artists and bands.

3

QS.

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In We Love Pop & Mojo ~~there's an~~ the main image is of a band. This attracts each magazine's target audience as both bands are big in their genres (1 direction & blur). On We Love Pop their ~~clothes~~ clothing is casual, making them appear approachable, whereas on Mojo blur are ~~are~~ wearing dark clothing ~~except~~ making them appear serious and less approachable than 1 direction.

coverlines

In We Love Pop the taglines follow a theme of excitement, whereas in Mojo they follow a theme of pain. This shown with We Love Pop with taglines such as "insanity!!" and "explosion?!", whereas in Mojo it says "tortured" and "hurt". We Love Pop's taglines attract a younger audience and also link to the excitement associated with Pop music. On the other hand Mojo's taglines represent the theme of pain often associated with the rock genre.

In We Love Pop & Mojo the colour schemes are used are opposing. In We Love Pop the colour scheme is vibrant/colourful. This would attract most likely a younger female audience. On the other hand in Mojo the colour scheme is limited to 2 or 3 colours. This ~~would~~ appears more formal and mature and would attract an older male audience.

25/35 = 71% grade 7

Candidate 4
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1. one is more 'extra' 'Xtra'

2. In Little Mix 'Black magic' the ~~main~~ characters ~~are per~~ performed by video ~~appears to~~ follows a narrative of the four girls & transforming themselves to impress a boy. The video narrative has typical conventions such as a 'villain' (the boy they are after's girl friend) and a 'damsel in distress' (the boy they 'help' ~~then~~ in the corridor). This is somewhat similar to The Vamps 'somebody to you' music video as it has a narrative. However the narrative in this video is different as it is set in an idyllic place whereas the other video is set in the relatable place of school. The Vamps video follows a group of young adults as the boys follow the girls around trying to win them over.

3. The radio 7 live lounge is distributed during the day in order to catch an audience. Their target audience is 15-29 year olds. ~~on this~~ They produce the show to attract this audience as they use relatable content which is modern. The presenter, Clara Amfo, is a young, black, woman so represents today's society well as she is a modern, relatable person.

When the guests appear on the show they talk and do covers of songs (their own and other artists). This is all very relaxed and social which is attractive to the audience because they don't want a formal interview.

Also, the show can be found online, on the radio and on catchup as it is recorded on video as well as sound. This makes it easily accessible and ~~good~~ a better experience for the audience as they may want to see a ~~live~~ ^{live} artist to ~~see~~ ^{feel} more involved.

4. In the extract magazine cover the artists are represented as very serious and almost intimidating. ~~This is alone~~. It appears this way because the band are not smiling and standing in a formation that appears intimidating. Also the words on the cover like across them makes them seem rough as 'heroism' and 'brutality' are usually seen in gangs and aren't inviting to the reader.

Q5 -

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~~in the~~

The two magazine covers both use a bright colour scheme to attract each audience in a different way. 'We heart pop' uses predominantly, pink and blue ~~to~~ across the cover, however there are also other colours such as purple and green scattered about the magazine cover. Similarly 'Mojo' also uses predominantly pink and also yellow, besides black and white. The first magazine uses these colours in a way that attracts the teenage girls (the target audience) as it ~~let~~ appears very feminine. On the other hand 'Mojo' uses bright pink and yellow to make it stand out and look alternative.
 against the predominantly monochrome cover

Both magazines use dramatic language to engage the audience. 'We heart pop' uses words on its coverlines like, "insanity" and "explosion". These words have connotations of destruction, to almost shock the audience encouraging them to buy the magazine and read ~~the~~ it. The other magazine 'Mojo' uses "Tortured", this ~~has connotations of~~ is a negative word, and when used on a magazine it makes the ~~reader~~ ^{audience} want to read & buy the magazine, in this way the magazines are similar.

The magazines both have ~~the~~ very different layouts. "We Mpop" has a cluttered layout to attract the target audience, ~~because~~ it looks almost like a scrap book so would feel more personal to the reader. "Mojo" alternatively has an organised layout which would appeal to their readers (40 year old men) because they would want ~~a~~ order and formality. Perhaps want a clear signal that the magazine is serious about its music content.

$$4 + 7 = (11)$$

grade 2.

$$9/35 = 26\%$$

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Candidate 5

1. Radio 1 plays live music over the radio however, it is only accessible over the internet

2) 3. Radio 1 live lounge is a live performance hence, the show is produced throughout the day. The show is rehearsed and produced with their presenter Clara Amfo. Clara is the host of the live lounge due to her ethnicity - being more ~~diverse~~ diverse than white - as it allows the BBC to produce a range of a cultural diversity. The live lounge is distributed online through their websites or BBC iPlayer while hosting famous celebrities on the show.

2. The Vamps and Little mix during their respective music videos (the ones we have studied) are presented differently to each other.

For example: Little mix singers are firstly presented as bullied, uncurious and unpopular who later become completely the opposite. Black magic presents the artists as beautiful and inspiring to younger people. They are portrayed as a figure to strive for and a metaphysical message saying "you can be beautiful too" how?

On the other hand, Somebody to you has the Vamps recorded playing sports, interacting with each other and performing as normal people. This presents them as even your friends, someone whom you can relate with. The final scene shows them performing the chorus which contrasts with the average, normal aesthetic of the videos but it suggests even though they are famous they still can relate to you or be a friend.

① need analysis using Media language.

②

how do they do this?

need analysis using Media language

34%

Candidate 6

12/35

= grade 3

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1) Radio 1 differs from 11 extra because of the diversity ~~be~~ and producers between the channels.

2) In the music video 'somebody to you' by The Vamps, the boys are presented as casual and approachable. However the music video 'Black Magic' by Little Mix, the girls are presented as more out there because of their choice of outfit and the setting they are placed in.

explain
more
fully

Went to Clara
Amo's and
the show. ↑

3) Radio 1's live lounge is distributed in a few ways ~~For~~ example you can access it via their radio 1 website, BBC 1 player, Youtube etc so it is accessible to anyone anywhere. Also ~~the~~ the live lounge is produced in studios in London with the artist and their band recording music live on air.

2

4) The representations of the artists on the Mojo cover are represented as rock band musicians because of their straight ~~places~~ and seriousness. The camera angle is slightly lowered to represent their

the band have power. "Heroin, brutality and two light cles please" shows the rock genre of the band. When this it also suggests that the magazine would be aimed at males in the 40's or over. Also the fact that the picture is taken from outside and the band members are wearing dark clothing suggests the nature of rock. connotations of ordinary and not in a studio setting.

- ③
- 5) The 'we ♥ pop' magazine, is aimed at a younger generation of mostly girls. For example the use of the masthead 'we ♥ pop' with the love heart suggesting a younger girl. The main image of one direction is used to attract the target audience because of the popular boy band.

However, the Mojo magazine is less crowded and is aimed at males aged 40+. The Masthead Mojo, implies that the target audience of the magazine is older than the 'we ♥ pop' cover. The page '25 years' signifies that the band is relatable to the target audience because it matches their genre and they

grew up listening to the band.

The impact on the audience for 'we ♥ pop' would be relatable and exciting for a younger gen because of the over crowded-ness and the pink colours that have been used. It also includes products to buy by the band such as singlasses, shoes and bags which would appeal to a teenage audience.

The impact on the audience for Mago would be relatable for a middle aged man because of the Rock genre portrayed by the band and colours used on the magazine. They also would be grow up listening to that band. ~~because of the colours used on the magazine~~

5

21/35 = 60% grade 1

Candidate 7

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Media Mock paper

1. Extra has more talking / conversations, radio one includes more music. X
2. In Black Magic, highschool students are portrayed. They start off as 'nerdy' but in the end completely change themselves to 'popular' for a boy they like. The video portrays the standards young girls are conditioned to strive for ^{to gain a relatable nature}. In 'Somebody to you', the band members are presented as relaxed, young, fun to create an image of being 'normal' however their fame is still acknowledged when at the end of the video they're performing on a stage. How? You have done point but not used analysis or much terminology
3. Radio 1 live lounge is produced to be different / unique compared to other radio stations. Because it includes live music it has a unique and distinct aspect which makes it more appealing and original. The live music makes ~~the~~ it appear more intimate, as if the artists were singing around you so it attracts a wider audience.

eg? The live lounge is on around mid-day every day so ~~the~~ it can be listened to by people on a lunch break ~~or~~ etc. And ~~the~~ it features famous established artists ^{or} which could make people want to listen to it even more. It's produced to cater to its target audience and distributed so it's easy

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accessible especially as you can listen to it online when its not on.

BBC / type of artists / presenter

- 4) The musicians on the Mojo cover are depicted as serious and focused which reflects the rock genre Mojo portrays. All 4 musicians have serious expressions and are looking directly into the camera which shows an unapologetic nature and a passion for their music. The artists are also pictured with quite a dull black and white colour palette which contrasts the bright pink used on the rest of the magazine, which could show that the music more speaks for itself instead of the artists.

5. Both Mojo magazine and We heart pop magazine use a main image to construct the cover, Mojo magazine uses a serious rock band to show the serious nature of the music whereas We heart pop magazine has a pop band that will appeal to pre-teens/teens, the band are portrayed as casual and 'poppy' to relate to its genre and draw in its target audience.

The covers also use colour schemes to construct the covers. For example We heart pop magazine uses a bright colour scheme with colours like bright pink and bright blue to appeal to a younger more casual audience. Whereas Mojo magazine use a darker colour scheme, with natural colours that seem more dull/faded to give an impression of being serious. However, the

The two magazines also use their mastheads to construct the magazine. The font for Mojo is blocky and simple so the attention isn't taken away from the music, it's bold so it stands out and the white colour contrasts with the darker colour palette so the magazine is easily recognisable as a serious and established brand. However we have pop magazine shows a more stylised masthead including graphics which gives it a youthful sense. The font is quite bold and blocky but doesn't really stand out against the other things on the cover, which could show that the title isn't the most important thing on the cover.

You could use the word typography

Also - Connotations of MOJO + 'We Love Pop'

① To use media terminology and ^{analyse} more.

$$4 + 5 = 9$$

8/35 = 23% = grade ②

also online

Candidate 8

Q1) Radio 1 is a radio station and
Extra is online. ^{at the} ① But
and DAB.

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Q2) In Little mix's 'Black magic' the band
is shown as beautiful and powerful. This
is shown with the use of mise-en-scene for
example they use modern and fashionable
eg? clothes to make them look popular. Also the
use of long shots and high angle shots
how? shows the band to be powerful.

Where as in The Vamps 'Somebody to you'
the band is shown as relaxed and fun.
This is shown by the choice of naturalistic
setting to be a beach shows that they
are not serious and are able to have
Fun. PEA please.

Q3) For Radio 1 Live lounge the host is Clara
Amfo who is a very modern and appealing
host who attracts a younger audience to
listen. Also Clara Amfo is very popular on
Social media so if she writes about the
Radio 1 live Lounge a large audience to
go online and listen in.

The Live Lounge is a ~~small~~ show where
artist go into a studio and sing their
Songs live but also sing other Artists songs
in their style. This would distribute because
those artist's fans will see the artists name
and be attracted to watch and then will
want to watch others as well.

(1) Need to learn these facts

⑤

4. On this cover the magazine uses the coverline

'Heroin, brutality and two light ales please...'

① ✓ This represents the band as rebellious

5. ?

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1.) Radio 1 ~~area~~ primarily plays black, hip hop and Rn B, whereas Radio 1 plays Pop and Popular music. ✓ ①

2.)

high key

In Little mix's 'Black Magic', the artists are presented as glamorous and attractive. This is shown by the Brighter lighting shone on them. As the bright light shines on them, it highlights their new transformation, showing how they have become glamourised and have changed their appearance to look more attractive and beautiful, in order to appeal to the desired man.

①
se
ords
notation
stereotypical
and give
examples
of stereotypes
to support

In the Vamps' "Somebody to you", the artists are presented as regular and normal. This is shown by the beach setting that they inhabit in the video. The fact that the boys are at the beach suggests not only that they are relaxed and calm, but also ~~presents~~ ^{presented} them as down to earth and regular, normal guys, rather than mega superstars. This makes the artists seem relatable, the complete opposite of Little mix who are shown as huge, beautiful glamourised pop stars. ③

3.)

The radio 1 live lounge programme is distributed across multiple platforms and formats. For example, the radio 1 live lounge is available physically on radio, digitally on the internet and also available on the BBC app. This allows the live lounge to be accessed from nearly any location across the UK, meaning that anyone anywhere can view and watch their favourite artists live. As well as that, it allows viewers who may not have devices such as radios or have the BBC app to watch, listen to and stream the latest sessions, meaning that the live lounge is distributed across most, if not all of the UK.

$$\frac{21}{35} 60\% = \text{grade } 5$$

5.) In "we heart Pop", the magazine uses a wild and chaotic front cover / ^{main image} ~~main image~~ to construct the cover. This is shown by the large array of items spread out across the main image such as the title and the Puffs. The fact that the cover is so chaotic and cluttered suggests the idea that the magazine is exciting and energetic, full of stories and interviews with many different artists about many different topics. This cover would appeal and attract the audience because they would enjoy such an energetic informal and exciting cover, because of the fact that their favourite artists and celebrities are shown so vividly. As well as that, the fact that the ^{cover} ~~cover~~ is so cluttered suggests that the magazine is not serious, instead being light-hearted. This would appeal to the teenage audience who would not enjoy very serious topics or stories / covers.

However, In "Mojo" the magazine cover is different, as they use a more simple main image to construct a cover. This is shown by the simple main image where the artists look serious, and the masthead and title are organised around them. The fact that the cover is simple connotes the opposite of "we heart Pop". This is because it suggests that the magazine is serious and interested in music, a magazine where they focus on the hard truths of music such as "hype, brutality" rather than the more light-hearted, informal ^{good} ~~stories~~ focused on in "we heart Pop". This would impact the audience as they would be ^{attracted} ~~appealed~~ by this cover. This is because the audience of males in their 40s would prefer to see the truth and in depth stories about the artists they grew up on, mainly as they are bands and musicians that they thoroughly enjoy and wish to know more about. This is different from "we heart Pop" as the magazine ^(we heart Pop) ~~does~~ does not provide such an in depth and profound view on musicians. ^{in more evidence using technical}

chaotic
asthead

①
in must
re
kamples of

these
referred

concluded?

such
better!

myths?
truths?

I can't
read it,
sorry.

⑦