**MEDIA QUESTIONS**

NARRATIVE QUESTIONS

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| SPEC | 3. Media texts are carefully constructed to target particular audiences.a) Describe the target audience(s) for one media text you have studied, using two from: characteristics; needs; expectations. (2)(b) Explain in detail how at least one key aspect of this text has been used to target the audience(s). (10) |
| 2014 | 3. Narratives are deliberately constructed for many reasons.a) Describe the narrative(s) of media content you have studied. (8)b) Explain in detail the reasons why the narrative(s) has been made this way. (4) |
| 2015 | 1. Narrative is a key element of genre. With reference to media content you have studied, describe the narrative you would expect to find in a particular genre. (6) |
| 2016 | 4. Narrative codes, conventions and structures are used to engage audiences. a) Describe the narrative codes and/or conventions and/or structures in media content you have studied. (10)b) Explain how audiences might respond to these narrative codes and/or conventions and/or structures. (2) |

* *Game of Thrones* is a medieval fantasy with an ensemble cast (everyone of equal importance)
* It’s target audience would be adult as there is a lot of violence, inappropriate language and sex depicted
* It’s target audience would be those who like this period of history and who like fantasy as it is set in a faux-European world which mimics many mediaval cultures whilst featuring supernatural creatures such as dragons, giants and zombies.
* The TV series and *Battle of the Bastards* follows Propp’s theory as there is a hero (Jon Snow), a villain (Ramsay) and there are helpers (Sansa, Davos, Tormund)
* The TV series also follows Todorov’s theory by beginning with a balance, falling into imbalance and then returning to balance. It does this by setting up two armies in opposition led by Jon Snow and Ramsay respectively. Ramsay then upsets the balance by murdering Rickon and making Jon Snow forget his battle plan in anger. There is a return to balance when the Knights of the Vale/House Aryn turn up with a massive cavalry and rescue Jon Snow’s army allowing Sansa to get her justice on Ramsay by executing him.
* There is also clear use of Levi-Strauss theory which uses opposition to make narrative effective. There is clear use of good versus evil. Jon Snow represents good and Ramsay evil. Ramsay is in the wrong as he has stolen Winterfell. Jon Snow will win it back for his family, the rightful owners of the castle.
* This plot line has been developed to further the audiences investment in certain characters.
* We hate Ramsay more, we celebrate his end.
* We panic and fear for Jon Snow when his army appears to be losing.
* We feel excited at the arrival of the Vale Knights.
* We celebrate with Sansa when she executes Ramsay, our opinion of her is swayed.

EXTERNAL AND INTERNAL FACTORS

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| SPEC | 4. Institutional contexts such as internal and external factors, ownership and regulation affect media content.a) Describe in detail at least one institutional factor that is relevant to media content you have studied. (4)b) Explain in detail the effect of the institutional factor(s) on at least one key aspect of this content. (8) |
| 2014 | 5. One role of the media is to generate a profit. Explain how this can be seen in media content you have studied. (8) |
| 2015 | 4. Internal and external controls affect the making of media content. a) Describe at least two internal and/or external controls relevant to media content you have studied. (4)b) Explain in detail how these controls have affected the media content. (6) |
| 2017 | 2. Producers of media content must consider internal and external factors.(a) Describe two internal and/or external factors in media content you have studied. (2)(b) Explain in detail how internal and/or external factors have affected media content you have studied. (6) |

* Internal – budget: easily sitting at a minimum of $10 million.
* Internal - filming location. Studios for filming located in Belfast and needed a Northern setting so Northern Irish countryside fitted perfectly and was cheapest.
* Internal – filming time – 25 days in total.
* Internal – storyboarding to ensure shots are choreographed and stunts can be filmed
* Internal – casting numbers – 500 extras, 600 crew and 70 horses
* Internal – CGI – shots of the armies from the air were computer generated using existing images of the ‘army’ and then replicating it across the battle field space to make up an army of 2, 000 or 6, 000 men for each respective side.
* External – risk assessment of stunts. Poor weather conditions meant poor ground for the horses and rig 4x4. This is a war episode with real weapons being used
* Internal – costume. On Miss Sloan many of the outfits were gifted by large design companies in exchange for free advertisement by being showcased on the main character. Designers such as Calvin Klein and Hugo Boss were seen on the staff in the office too, whilst Oscar de La Renta and YSL were seen at the larger functions as worn by Jessica Chastain.

GENRE QUESTIONS

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| SPEC | 1. Genres can be recognised by their conventions. Describe four conventions of a particular genre which have been used in a media text you have studied, and give an example of how each has been used in that text. (8) |
| 2014 | **2.** The tone of a text conveys a particular mood or feeling.a) Describe at least one example of tone in media content you have studied. (2)b) Explain in detail how technical and/or cultural codes are used to convey this mood or feeling. (6) |
| 2016 | 1. Media content often uses the conventions of a particular genre. With reference to media content you have studied, explain how the conventions used help you to identify the genre. (8) |
| 2017 | 3. Genres are used to attract audiences.(a) Describe the genre conventions of media content you have studied. (8)(b) Explain in detail how these genre conventions would attract one or more audiences. (4) |

* Medieval fantasy
* Narrative arc – (Todorov’s or Levi Strauss) has good versus evil with good winning.
* Typified by certain characters – (Propp’s) hero, villain, lords and ladies
* Presence of supernatural creatures – giant in this episode
* War weapons typical of the era – wind-up siege weapons, swords, shields, spears and hauberks
* Costume – typical furs, long dresses for females, weapons for men
* Castle setting – Winterfell is a massive fortress
* Music chosen is typically a mix of classic orchestra and folk music.

REPRESENTATION QUESTIONS

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| 2014 | **1.** Technical and/or cultural codes are used to create representations.a) Describe two representations in media content you have studied. (2)b) Explain in detail how technical and/or cultural codes have been used to create each of these representations. (8) |
| 2015 | **2.** Representations in media content are created by language features such as images, sound, words and so on. a) Describe two representations in media content you have studied. (2)b) Explain in detail how language features have been used to create each of these representations. (10) |
| 2016 | 3. Representations in media texts reflect the ideas and attitudes of their producers.a) Describe in detail how one or more representations have been constructed in media content you have studied. (8)b) Explain how these representations reflect the ideas or attitudes of the producers of the media content. (2) |
| 2017 | 1. Media content can create stereotypes and/or challenge stereotypes.(a) Describe representations which create and/or challenge stereotypes in media content you have studied. (6)(b) Explain in detail how language features have been used to create and/or challenge stereotypes. (6) |

* Stereotyped hero – Jon Snow
* Dialogue – willing to fight for his men
* Camera angles – tilting shot that zooms in from medium to close up shows Jon accept his fate to die for what he believes in and a long shot that puts him in focus as he raises his sword against an out-of-focus charging cavalry.
* Non-diegetic music – soaring tragic orchestral music
* Stereotyped villain – Ramsay
* Dialogue – ‘hello wife’ here he attempts to goad Sansa and Jon Snow by alluding to his fake marriage to Sansa where he held her prisoner.
* Close-ups of his smirking reaction to the battle as it unfolds. Also shows a clear distinction with Jon Snow who is in the battle fighting for his men, whereas Ramsay stays away from the actual fight and strategises from afar.
* Non-stereotyped rape victim – Sansa
* Medium shots where she is given equal weight to Jon Snow to show she is part of the military strategizing not hiding in the background.
* Close-up shot of her face to see her small smile of victory when The Vale ride in as she sent to them for help.
* Close-up of her cold reaction to releasing Ramsay’s dogs so they can kill and eat him. Accompanied by low drum music to build tension.

AUDIENCE APPEAL

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| 2015 | **5.** Successful media content meets the needs of its audience(s). a) Describe two needs of the audience(s) for media content you have studied. (2)b) Explain in detail how media content was used to meet each need. (10) |
| 2016 | 2. Media texts use technical and cultural codes to appeal to audiences. Describe at least two technical and/or cultural codes used in media content you have studied **and** explain in detail how they have been used to appeal to audiences. (10) |
| 2017 | 5. One role of media is to meet audience needs by providing entertainment. Explain in detail how media content you have studied meets this need. (10) |

* To be entertained and emotionally and intellectually engaged
* To be informed to some degree about the subject – GoT medieval warfare, MS political workings.
* To be able to recognise the narrative
* Typical narrative arc
* GoT - Emotionally involved through technical codes that Jon Snow might die. Fight scene is in POV medium and long shots to immerse viewer in battle. Also have only diegetic sound which heightens this sense of immersion. Makes it feel like you are the hero Jon Snow. Aerial extreme long shots also give the overview of the size of the battle. There are panning close ups of the arrows being shot by the archers into the battle field. This all gives a sense of being in the fight.
* MS – Characterisation established at the start. Series of close-ups and extreme close-ups show Miss Sloan as being in control of her life and being a bit of a calculated vamp. Cultural coding is used with her put together look and extreme vampish make-up. There is a key scene at the end which has a long shot of Miss Sloan exposing the Senator as receiving bribes. This is followed by an extreme long shot of the court room showing the disarray her announcement causes as people rush to see the video on laptops and phones and a close-up of the Senator’s shocked face as he realises what this means for his career.

INFLUENCE/ AFFECT/ REFLECTION ON SOCIETY

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| SPEC | 5. Explain in detail how media content you have studied might influence people’s behaviour or attitudes. (6) |
| 2015 | **3.** Media content reflects ideas from the time/place in which it was made and/or set. a) Describe relevant ideas from the time and/or place of the media content you have studied. (4)b) Explain in detail how this content reflects these ideas. (6) |
| 2016 | **5.** Some media content is intended to perform a public service.a) Describe how media content you have studied is intended to perform a public service. (4)b) Explain how at least one key aspect is used to achieve this public service. You should refer to at least one of: language, narrative, representation, categories, institutions, audience. (6) |
| 2017 | 4. Media content cannot be separated from its context in society.Explain in detail how media content you have studied has been affected by the society in which it was made and/or set. (8) |

* GoT - Ensemble cast giving equal weight to females in light of the bechdel test and a call for stronger female characters in mainstream media
* See similar reasoning in MS which has a female lead
* GoT is a fantasy which allows people to escape their own life for a while.
* Miss Sloan released after the US 2016 elections which cast light on the amount of corruption which is present in all governments. It also seemed more pertinent given the revelations over fake news and email scandals that surrounded the US election.
* GoT – rewrite of Sansa’s marriage to Ramsay means that issues around ‘rape culture’ were raised by this episode.

PREFERRED READING

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| SPEC | 2. Technical and cultural codes are used to create preferred readings in media content.a) Describe a preferred reading in one particular example of media content you have studied. (2)b) Explain in detail how technical and/or cultural codes have been used to create this reading. (10) |
| 2014 | **4.** Some audiences will agree with the preferred reading in media content; some will not.a) Describe at least one example of preferred reading **and** explain, in detail, how it has been constructed. (6)b) Describe at least one audience who would not take the preferred reading **and**, in detail, explain why. (6) |

* The preferred reading of this text is that Jon Snow is a hero figure and Sansa is a saviour coming in at the end to rescue Snow’s army.
* Some people have taken issue with the text because they think the events are not believable – i.e. why didn’t Ramsay kill Jon when he was within range of his arrows after he killed Rickon, how did the Vale knights get to Winterfell so fast without Ramsay’s watchmen noticing.
* Military pedantics took issue with the lack of military strategy exhibited and the unbelievable elements – The Vale knights turning up in one day.