

GCSE (9–1)

Candidate Style Answers

MEDIA STUDIES

J200

For first teaching in 2017

J200/02 Music and news (02)

Version 1

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INTRODUCTION

Please note that this resource is provided for advice and guidance only and does not in any way constitute an indication of grade boundaries or endorsed answers. Whilst a senior examiner has provided a possible level for each response, in a live series the mark a response would get depends on the whole process of standardisation, which considers the big picture of the year's scripts. Therefore the level awarded here should be considered to be only an estimation of what would be awarded. How levels and marks correspond to grade boundaries depends on the Awarding process that happens after all/most of the scripts are marked and depends on a number of factors, including candidate performance across the board. Details of this process can be found here: <http://www.ocr.org.uk/Images/142042-marking-and-grading-assuring-ocr-s-accuracy.pdf>

The sample assessment material used in this resource is here: <http://www.ocr.org.uk/Images/316661-unit-j200-02-music-and-news-sample-assessment-material.pdf>

QUESTION 2

Explain **one** way in which music videos use media language to differ from each other. Refer to **one** example of contrasting media language in **two** music videos you have studied to support your answer.

[4]

Exemplar 1 – Level 3 answer

Music videos use media language such as the use of colour to create different effects to fit the meaning of the song and the musicians' image. Uptown Funk and If I Were a Boy use very different post-production techniques. If I Were a Boy has been de-saturated in the editing process to create a monochrome effect. This effect helps to reinforce the serious narrative that is being explored. In contrast, Uptown Funk has a highly saturated look, where colours have been emphasised in post-production, to create a more vibrant look that fits with the up-beat, fun song.

Examiner commentary

Two marks would be given for the opening sentence, which explains how music videos use media language to differ from each other. Two marks would be given for the following sentences, which exemplify different use of media language in two videos. 4 marks.

Exemplar 2 – Level 2 answer

Uptown Funk and If I Were a Boy look different. Uptown Funk is in colour, while If I Were a Boy is in black and white.

Examiner commentary

No marks would be given for explaining how music videos use media language to differ from each other, but two marks (just) would be given for exemplifying different use of media language in two videos, though this example could benefit from more detail. 2 marks.

QUESTION 3

Explain how and why producers of radio programmes target different audiences. Refer to Radio 1 Live Lounge to support your answer.

[10]

Exemplar 1 – Level 3 answer

There are a variety of reasons how and why producers of radio programmes target different audiences. I will refer to Radio 1 Live Lounge in my response, which has the same target audience as the rest of BBC Radio 1 (15-29 year olds).

Radio producers have to appeal to a wide range of audience tastes and ages through mainstream and niche programming. Producers may look to focus on specialist tastes and produce programmes that target minority genres such as folk, country or classical or may target specific audiences through radio stations such as Absolute Radio 70s, 80s and 90s. Radio stations such as BBC Radio 1 and 2 will use well known DJs such as Nick Grimshaw (Radio 1 Breakfast Show), Chris Evans (Radio 2 Breakfast Show) or Dermot O'Leary (Radio 2 Saturday Breakfast) who will bring them an inherited audience from other work that they have done. Commercial radio targets audiences to attract advertisers. BBC radio targets audiences to serve the whole of the British public.

Listening figures for BBC Radio 1 are falling according to recent RAJAR figures (October 2017 quarterly figures), and so producers of radio programmes on this station have to rise to the challenge of reaching and maintaining audiences, particularly young audiences (15-20), in a time when young people are not listening to radio. One way that the producers of Radio 1 Live Lounge attempt to target their audience is by making the live acoustic sessions available to stream via their website and via the BBC Radio App in order to target a young audience who spend their time online. Sessions with Ed Sheeran and other popular musicians can be downloaded and listened to whenever. Using well known DJs such as Clara Amfo to present episodes of Live Lounge will appeal to a young diverse audience.

The BBC has a responsibility to produce radio shows to appeal to a wide range of audiences and the contents of its broadcasts must follow the five public purposes of the PSB remit. The Live Lounge offers a form of niche radio that appeals to a more specialist audience that otherwise may not be served through its alternative music content such as acoustic sessions and genres such as electronica and folk. These genres are not as common on more mainstream radio channels such as the rest of Radio 1, which offers a more mainstream range of programmes and genres of music geared towards the audience of 15-29 year olds that Radio 1 is aimed at.

Radio 1 Live Lounge is available to listen to online, which means that it can target a wide audience using technology and tap into the younger audience who are more likely to consume radio online than via more traditional methods such as a radio set.

Examiner commentary

This answer covers both aspects of 'how' and 'why' producers target audiences. Though the latter is weaker - it is only covered by the final two sentences of the second paragraph – this is enough to earn entry to Level 3 as a 'clear demonstration' of knowledge and understanding and 'excellent' use of the set product. The failure to link the how and why parts of the question limit the marks available within the band – this achieves the middle of the band as fitting the statement: 'meets the criteria but with some inconsistency'. 8 marks.

Exemplar 2 – Level 2 answer

Radio producers target different audiences because they have a responsibility to produce output for a wide range of audiences. BBC Radio 1 use the Live Lounge to target a young audience that uses social media by advertising the sessions on their website and through making them available to download. This will appeal to a younger audience who are more likely to listen to the radio via an app or mobile phone than a traditional radio set. They also use well known DJs such as Clara Amfo to present programmes on it which would appeal to young audiences, as well as to diverse audiences.

Examiner commentary

There is a partial attempt at explaining the 'why' part of the question in the opening sentence. The rest of the answer shows only 'partially clear' knowledge and understanding and 'adequate' use of the set product because it is rather short (though generally accurate) and it does not develop the 'why' part of the question. This response achieves the bottom of the level as fitting the statement: 'just enough achievement for this level'. 4 marks.

QUESTION 4

Refer to **Extract 1 in the Insert**. Analyse the representation of musicians in **Extract 1**, which is from *MOJO Magazine*.

[5]

Exemplar 1 – Level 3 answer

The magazine extract uses a simple colour palette of monochrome colours plus font in a dark red and yellow. This use of colour connotes a serious tone to the magazine, and that the magazine deals with the serious business of real music. This is further supported through the decision by the editor to use a black and white photo of the artist Ray Davies on the front, his head blocking the title of the magazine which again suggests his importance to the world of music. The content of the associated coverline 'Arise Ray Davies, Rock's Dark Knight' suggests that he is of a high status, almost god-like, and that he is revered by the magazine and its readers.

The magazine has quite a masculine feel to it, partly through its use of colour as mentioned above. This masculine feel is further developed through the choice of artists and bands identified on the front cover, which include KLF, The Stray Cats, Thin Lizzy and Suggs. All of the artists or bands are male dominated, apart from Blondie. This could suggest that the world of rock is male dominated and enjoyed by male readers, which is further reinforced by the monochrome colour scheme and block capitals for all coverlines.

This feeling of masculinity is further emphasised by the choice of language used in some of the coverlines. Phrases such as 'living dangerously', 'torment' 'extinguish' and 'saving his soul' all connote a sense of struggle or a battle to live shared by many of the artists covered in the magazine; use of words such as these are stereotypically male.

Finally, the magazine MOJO is challenging the stereotype that music is dominated by younger artists as it is representing 'authentic' music as being the domain of the older, more established artist such as Neil Young, Ray Davies and Bill Evans.

Examiner commentary

This response addresses musicians as revered, as stereotypically masculine, and as anti-stereotypically from a wide age range – showing sophisticated, perceptive and accurate analysis of two or more well-chosen examples of representation in the extract. The response is fully focused on representation despite the apparent foray into media language as this is made relevant to the choices the producers have made about how to represent musicians. This response consistently meets the criteria for Level 3, so gains full marks. 5 marks.

Exemplar 2 – Level 2 answer

The magazine is in black and white and this gives a serious tone to the music discussed inside it. The photo on the front shows Ray Davies but he's not looking into the camera which suggests that he is important. There are lots of names and bands on the front cover. They are male which suggests that the magazine is aimed at a male reader. Good music is being represented as 'retro' as the bands on the front of the magazine are from a long time ago.

Examiner commentary

This response is largely descriptive but just enters Level 2 with the representation points about 'important' and 'retro', though both lack clarity and detail. The response fits the description that 'responses at the bottom of this band [Level 2] are likely to be more descriptive than analytical and may lack focus on representational devices'. 2 marks.

QUESTION 5

Refer to **Extracts 1 and 2 in the Insert**. How far is media language used differently in **Extracts 1 and 2** to reflect genre conventions?

In your answer you must:

- analyse examples of how media language is used similarly and differently in **Extracts 1 and 2**, which are from We Love Pop and MOJO magazines
- make judgements and reach conclusions about whether there are more similarities due to genre conventions than differences in the extracts.

[15]

Exemplar 1 – Level 3 answer

There are some clear similarities between WLP and MOJO Magazine in terms of their use of media language and genre conventions. Both magazines feature a range of musicians on the front cover, MOJO Magazine has a medium close up of Ray Davies whilst WLP contains a variety of images of artists including Little Mix and Zara Larsson. Both magazines follow a conventional magazine front cover layout through their use of relevant music-related cover lines. The use of cover lines and relevant images is a convention of most magazine front cover layouts and can be seen on magazines from a wide variety of different genres.

Both magazines have a masthead although neither of them is displayed particularly prominently which is unconventional for magazine front covers. MOJO masthead is obscured by Ray Davies's head and WLP masthead is in the top left hand corner rather than conventionally placed across the top of the magazine front cover.

Although both magazine front covers follow the convention of having a simple colour palette there are also some very clear differences in the use of media language on the front covers. The use of colour and style of font are two of the most obvious differences.

MOJO Magazine has a very monochrome, masculine colour scheme of black, white and red (with small splashes of yellow). This use of colour connotes a serious tone to the content of the magazine and is appropriate for the rock genre that the magazine is from. WLP uses a much brighter more saturated set of colours including neon pink, white and black which connotes a brighter more fun feel to the magazine. The use of font is also contrasting. MOJO Magazine uses block capitals in a sans-serif font throughout which gives the magazine front cover a formal less-cluttered look than WLP which uses a range of different fonts, some of which look like handwriting or paint splashes. The use of font on the front cover of WLP gives the front cover an informal tone and more cluttered layout.

Although there are clear differences between the two magazines, I would argue that the similarities that these magazines have are due to the more formal conventions of magazine front covers in general, as regardless of the genre there are going to be shared conventions such as the use of images, the placement of cover lines, the use of a masthead and a range of content.

Examiner commentary

AO2(1a) 'Analyse media products using the theoretical framework of media including in relation to their contexts'. Mark out of 10.

A sophisticated, perceptive and accurate analysis of relevant examples of both similarity and difference in media language use; this is a clearly Level 3 response so should reach towards the top of the band. 9 marks.

AO2(1b) 'Make judgements and draw conclusions'. Mark out of 5.

The second bullet point asking for judgements and conclusions is addressed in the final paragraph and the clear conclusion is supported by the analysis. A Level 3 response, though less developed than one that would gain full marks. 4 marks.

Exemplar 2 – Level 2 answer

There are some similarities and some differences between these two magazines. I think there are more similarities than differences though.

Both magazines have musical artists on the front cover and both have lots of cover lines down the sides that relate to music.

In addition to this, both magazines follow a simple colour scheme of three main colours to create a house-style. WLP uses pink, white and black, whilst MOJO uses black white and red.

Where the magazines are different would be the look of the front covers as they both look pretty different. MOJO is quite ordered whereas WLP is a bit cluttered.

Examiner commentary

AO2(1a) 'Analyse media products using the theoretical framework of media including in relation to their contexts'. Mark out of 10.

An adequate analysis: short but with two examples of difference – relevant though not detailed – and two short examples of similarity. The lack of detail means that the response cannot earn above the middle of the band. 5 marks.

AO2(1b) 'Make judgements and draw conclusions'. Mark out of 5.

There is an attempt at a conclusion in the opening sentence. This is partially clear and partially supported by the analysis, but only just, so reaches the bottom of the band. 2 marks.

QUESTION 7

Explain two ways that newspapers are funded.

[4]

Exemplar 1 – Level 3 answer

Newspapers are funded in a variety of different ways. Two of the most obvious are income from advertising space sold to advertisers and the cost of buying the newspaper (cover price). Newspapers sell space in their newspapers to advertisers who then target audiences through the range of products and services advertised within the pages of the newspaper. The cost of the newspaper (cover price) also brings in revenue. Newspapers are increasingly moving to an online model with a pay-wall, which requires readers to subscribe to the newspaper in order to read the articles etc.

Examiner commentary

Two marks for explaining funding through advertising and two marks for explaining funding through paywalls. 4 marks.

Exemplar 2 – Level 2 answer

Newspapers make money from advertisers and from the money that people spend buying the newspaper.

Examiner commentary

One mark for stating funding through advertising and one mark for stating funding through cover price. 2 marks.

QUESTION 8

Refer to **Extract 3 in the Insert**. Analyse the use of media language to create meaning in the online *Observer* home page. Give **two** examples from Extract 3.

[5]

Exemplar 1 – Level 3 answer

The Observer home page uses media language to create meaning in a variety of ways. The layout of the home page is very linear in its mise-en-scène which connotes an air of formality and order. This is achieved through the neat and ordered boxes and columns that contain all of the content and through the clearly delineated sections of the home page, which include 'features', 'sport' and 'interviews'.

This sense of order is further reinforced through the use of a simple colour palette of a rich burgundy and dark blue, both colours that connote maturity and seriousness. This conveys to The Observer reader that they can trust the contents of the website.

Examiner commentary

This response is fully focused on how media language creates meaning and displays a sophisticated, perceptive and accurate analysis of layout and use of colour, so meets both criteria for the top mark band. 5 marks.

Exemplar 2 – Level 2 answer

The header of the website is blue which is quite a formal colour. There aren't many pictures used on the website and this could be because the website is more concerned with serious news.

Examiner commentary

The first sentence suggests how media language creates meaning, the second is more descriptive and doesn't fully analyse creation of meaning. 2 marks.

QUESTION 9

In this question you will be rewarded for drawing together elements from your full course of study, including different areas of the theoretical framework and media contexts.

'The representations featured in the online *Observer* reflect its values and beliefs.' Discuss how far you agree with this statement in relation to **Extract 3**, the online *Observer* homepage.

In your answer you must:

- analyse the representations featured in **Extract 3** with reference to the online *Observer*'s values and beliefs
- make judgements and draw conclusions about how far you agree with the statement.

[15]

Exemplar 1 – Level 3 answer

The *Observer* and the online *Observer* are publications that sit towards the left of the political spectrum and as a result concern themselves with values and beliefs that are more socially liberal and not usually sensational in their content, unlike some tabloids. These values and ideals are shared by its sister paper *The Guardian*, which is also owned by *The Guardian Media Group*, and the choice of header for the website is identical in its colour and placement to *The Guardian*. This is done to remind viewers of their shared sense of values.

The *Observer* website contains examples of common representations found in both the online and paper version. The website has an 'international' feel to it, with features discussing India, France, America, and Japanese cuisine. These articles reflect the online *Observer*'s interest in internationalism and how it values other cultures and people. Another example of the values of the online *Observer* can be found in the features section - the article on Jordan Peele - which discusses America's problems with racism and racial tension. The *Observer* is known for discussing difficult issues such as this head-on. They have chosen to place this article right at the top of the page to remind the reader of this. The homepage has quite an ethnically diverse representation of people on it, including reference to an item about Mumbai which includes an image of an Indian family and the above mentioned article about Jordan Peele. This mix of different cultures and ethnicities reinforces *The Observer*'s focus and interest in representing diversity.

Finally *The Observer* online contains a real balance of different features and it is clear that it values culture as equally importantly as it does politics and hard news. The inclusion of a feature on choosing wine for a family gathering, reviews of expensive restaurants and an item on photography shows that it encourages spending and assumes that its audience are in a position to be able to spend money on luxury items such as these. This reinforces the somewhat 'middle class' feel that both the newspaper and the online version are associated with and provides some balance to the more difficult topics covered in the 'features' section.

Through exploring the content of the online *Observer* I would agree that it reflects the news brand's values and beliefs quite closely. There is clear evidence of the brand's liberalism and social conscience balanced with its interest in culture and society.

Examiner commentary

AO2(1a) 'Analyse media products using the theoretical framework of media including in relation to their contexts.' Mark out of 10.

This response displays a sophisticated, perceptive and accurate analysis of representation using a range of examples. It achieves synopticity by touching upon media industries and media audiences as well as representations so is not limited in the marks available. In meeting all the criteria for this mark band, the answer earns a mark high in the band. 10 marks.

AO2(1b) 'Make judgements and draw conclusions.' Mark out of 5.

A clear judgement is made in the final paragraph as is fully supported by the analysis that has gone before. Judgements are made throughout the response. 5 marks.

Exemplar 2 – Level 2 answer

The online Observer looks and feels like The Guardian online and this is not surprising given that they are made by the same company (GMM) and that they are very similar in the kind of news that they cover. I think Extract 3 does reflect the values and beliefs of The Observer. On the first page there is some news about people from other countries and this is something that The Observer likes to focus on. There is a story about refugees and about a family in India. There is also a story about expensive food and buying wine which shows that The Observer is interested in expensive lifestyles too. The editor of the website has decided to use a big image of a dinner table in the 'food and lifestyle' section to show readers what their lives could be like if they bought this wine. This shows that The Observer values things like this. There are lots of stories about culture too, including one about photography and another about writing stories. These stories show us that The Observer is quite focused on culture.

Examiner commentary

AO2(1a) 'Analyse media products using the theoretical framework of media including in relation to their contexts.' Mark out of 10.

An adequate analysis – short but with three examples of representations linked to values - internationalism, lifestyles and culture. These have a tendency to be descriptive, but there is enough here for a competent and generally accurate Level 2 analysis. The answer is synoptic, covering media industries as well as representation, but this does not affect the mark. 5 marks.

AO2(1b) 'Make judgements and draw conclusions.' Mark out of 5.

There is an attempt at a conclusion in the second sentence. This is only partially supported by the analysis, so reaches the middle band. 3 marks.

QUESTION 10

Explain how broadsheet newspapers reflect the time and historical contexts in which they were published. Refer to *The Observer* front page from **6 November 1966** that you have studied to support your answer. In your answer you must also refer to relevant media contexts.

[10]

Exemplar 1 – Level 3 answer

Newspapers are a historical document as they reflect the culture and times in which they were made. This is evident when exploring *The Observer* newspapers in the 1960s. What is clear is that the way women are represented in newspapers of the time is very different to today's representations as there appears to be clear gender inequalities in the representation found on the front pages. The *Observer* front page from November 1966 has no reference to women in the news stories at all, which feature male politicians, lawyers and a criminal, although there is a small picture of a woman next to a heading about 'knitted fashion'. Any mention of women is almost exclusively reserved for issues such as marriage and fashion. On one front page of *The Observer* we see two articles about marriage (Jackie Kennedy marrying for the second time and a member of the British aristocracy marrying for the first time). On two front pages there are front page advertisements for women's underwear (Marshall and Snellgrove and Vanity Fair Lingerie), which suggests that women of the time were expected to look good for their husbands or future husbands and should concern themselves with this. The hard news stories that the newspapers carry are noticeable by their absence of any reference to women in them which suggests that women were not included in decision-making at a high level in British society during the 1960s.

Newspapers of the 1960s also give an insight into the political issues of the day. Fear of the Cold War in an article about Russian spy planes and the tension between the Church of England and the state over changes to the divorce laws give some insight into the political agenda of the time. Worries about threats from other nations are something that has stayed pretty constant in news reporting since the 1960s and still features in today's newspapers. In the 1960s there was a real threat from the Cold War and by choosing to feature an article that almost mocks the Russians for flying into our airspace through the inclusion of the series of images and likening the threat to a 'game' both reassures the reader but also warns them of the potential dangers at the time. The article about divorce and tensions between the state and the Church of England is illustrative of the influence that the state had over social issues such as divorce at the time.

Examiner commentary

The response demonstrates clear knowledge and understanding of media contexts and their influence on newspapers, placing it firmly in the top mark band. Several contexts are covered – the role of women, the Cold War, and the political agenda. The first two are covered in some detail with sophisticated understanding, though there is sometimes more emphasis on the influence of the contexts than on the contexts themselves. There is clear understanding of the influence of contexts on *The Observer* front page, with reference to the three pages that make up the set product, including the one page specified in the question. 9 marks.

Exemplar 2 – Level 2 answer

Newspapers reflect the time in which they were published. In the 1960s newspapers focused quite a lot on politics and changes in society as there was a lot going on in society at the time, such as threats from other countries. Women weren't represented as well as men, and they often didn't feature on the front cover of the newspaper unless it was in adverts for clothes or in relation to things like weddings and domestic situations. This tells us that there were gender inequalities at this time.

The concern with threats from other countries often featured on the front cover of the newspapers too and this tells us that this was a time in which Britain was worried about what could happen if Russia invaded us.

Examiner commentary

This response fails to refer specifically to the set front pages, so is limited to the bottom of the middle mark band. It reaches this band by showing some knowledge of the media contexts. 4 marks.



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