

EDUQAS A LEVEL MEDIA STUDIES
AUTUMN 2020 SERIES

COMPONENT 1 COGNITIVE WALKTHROUGH

QUESTION 3 (a, b, c)

CANDIDATE H

20 (1+2+7+10)

Seed Portion Report

Component: A680U10-1

Portion: 3a+b+c+d

3. (a) Briefly explain what is meant by a mainstream film. [2]

A mainstream film is a high-budget production that usually follows typical codes and conventions of AAA films.

- (b) Briefly explain the function of the BBFC in the film industry. [2]

The BBFC are responsible for reviewing, regulating and rating films ~~and~~ by assigning them a restrictive age rating (i.e. 12, 15, 18) in relation to the amount of ~~graphic~~ material that they contain.

- (c) Explain the role of regulation in the global distribution of films. Refer to *Straight Outta Compton* to support your points. [9]

Most film companies will attempt to maximise global distribution by balancing the entertainment value to the educational value to achieve an age rating that is not too low for the genre or too high that it restricts audiences. For example, *Straight Outta Compton* was globally distributed by Universal and was given a PEGI rating of 15+. The BBFC regulated this film to 15 due to its violent scenes and use of profanity, however some say the age rating was too low for its non-sensational glorification of gang violence. However, some argue that both the BBFC and Universal achieved this age rating by factoring in the ~~educational~~ ^{global distribution} the culturally educational value of the film. Universal maximised the [↑] profits of *Straight Outta Compton* by releasing



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an exclusive DVD/digital download of an 18+ Director's Cut of the film. This allowed Universal to distribute the film to a niche target audience that consume gay and gay-related films.

In Question 3(d) you will be rewarded for drawing together knowledge and understanding from across your full course of study, including different areas of the theoretical framework and media contexts.

- (d) Explain the ways in which social and political contexts may influence independent films. Refer to *I, Daniel Blake* to support your points. [12]

Social and political contexts influence independent films such as *'I, Daniel Blake'* through the narratives' themes of poverty and the benefit system. For example, *'I, Daniel Blake'* was produced by the small independent company Sixteen Films, with the marketing and distribution handled by eOne. The independence of the film's production allowed full creative control to include social and political messaging that highlights the hardships of those who rely on the benefit system such as *Daniel Blake*. This follows Curran and Seaman's theory that whereas large, horizontally and vertically integrated companies produce films that lack creativity and variety, independent companies like Sixteen Films that have no rely on other smaller companies to market and distribute the film produce more varied and unique productions. This allowed Sixteen Films to not have to target a mainstream and instead focus on niche social contexts such as the poverty and anti-conservatism seen in the north of England.



The independent marketing of *I, Daniel Blake* also allowed for a smaller scale, guerrilla style campaign in regional areas of higher left-wing support: ~~the~~ the North West (Manchester, Liverpool), the North East (Newcastle), the Midlands (Leeds, Birmingham) and Scotland (Glasgow). The social and political context of anti-Conservatism ~~also~~ influenced *I, Daniel Blake*'s premier in Newcastle, which Labour MP Jeremy Corbyn attended, and marketing campaign in exclusive editions of *The Daily Mirror*, a left-wing newspaper. Therefore, as *Sixteen Films* and *eOne* are independent, they ~~are~~ were able to produce and market *I, Daniel Blake* to a specific socio-political context.

4 (a) Explain the significance of fame to the success of media products

EDUQAS A LEVEL MEDIA STUDIES
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COMPONENT 2 COGNITIVE WALKTHROUGH

CANDIDATE G
SECTION B QUESTION 6

Script Marks

Component : A680U20-1 - MEDIA STUDIES COMPONENT 2

Series : 20K

Candidate Name

Centre Number

Candidate Number

Total Mark

Item	Mark	Comments
6	23	Discussion of the magazine industry is logical, coherent and informed by a secure k&u of Curran & Seaton's theory. Evaluation is logical and arguments are well supported with reference to relevant aspects of the set products

SECTION B – MAGAZINES: MAINSTREAM AND ALTERNATIVE MEDIA

Answer **one** question in this section.

Either,

Option 1: Woman and Adbusters

4. Curran and Seaton argue that media industries are generally controlled by a small number of powerful companies whose main purpose is to create a profit.

Evaluate this theory of power and media industries. Refer to *Woman* and *Adbusters* in your response. [30]

Or,

Option 2: Woman's Realm and Huck

5. Curran and Seaton argue that media industries are generally controlled by a small number of powerful companies whose main purpose is to create a profit.

Evaluate this theory of power and media industries. Refer to *Woman's Realm* and *Huck* in your response. [30]

Or,

Option 3: *Vogue* and *The Big Issue* → *social business*

6. Curran and Seaton argue that media industries are generally controlled by a small number of powerful companies whose main purpose is to create a profit.

Evaluate this theory of power and media industries. Refer to *Vogue* and *The Big Issue* in your response. [30]

Vogue is published by Conde Nast, which is apart of a ^{major} conglomerate. Conde Nast also produces ^{many} other popular magazines ~~like~~ that take over the market. This makes Conde Nast powerful and give ^{them} ~~me~~ control in the magazine industry. *Vogue* is a woman's magazine and it's driven by the idea to create profit.

Discussion of magazine industry is lo



Consumerism.

risk - no reward.

6

Examin
only

Vogue has many typical representations of women in their adverts. For example, in the Cutex advert the use of hyperbole 'don't forget your bare essentials' suggests that lipstick is an essential for women, and the main image highlights how women should ~~be expected~~ maintain their appearance with makeup to be more like the model, who is an idealized version of ~~perfect~~ beauty. ~~As mentioned~~ This in combination with the revlon advert that questions 'are you women enough?', which challenges women's identity and sexual liberation ~~reflects Van Zoeten's ideas~~ ~~showing~~ ~~quite~~ represent women in traditional ways. This shows that even though these representations of women ~~go against~~ conformed to ~~the~~ societal expectations of women in the 1960s they were still included, this may be because ~~Vogue~~ Advertisements created more profit for vogue, therefore reflecting Curren and Seaton's view that companies main purpose is to create profit. ~~and maybe~~ ~~would~~ women would be represented in more empowered ways if this was not the case.

However, The Big Issue is a social business and is published independantly ~~now~~ which allows them to be more niche and alternative



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The Big issue was created to help the increasing levels of homelessness^{and austerity} in London, by giving vendors the chance to make a legitimate income through selling the big issue. This challenges Curren and Seaton's idea, because it is a 'not for profit' business.

Reasonable/straightforward evaluation

Vogue is similar to many other women's magazines and was published when there was an increase in consumerism, and women had more financial freedom. This is evident in the money article where it addresses women's talks about women investing their money rather than 'keeping it in a bank'. Therefore, the article was targeting high class, middle class women who would buy the magazine, and use products advertised in the magazine to construct such as the new Revlon eyeliner to become more like the female aspirational female shown in the main image, and use the media product as tools to construct their own identity, this reflects Giddens' identity theory, and supports Curren and Seaton's idea that the main purpose of the magazine is to create profit.

Well supported/relevant ref. to set product



Write the two digit question number *inside* the boxes next to the first line of your answer

Answer

Leave blank

6

~~The Big Issue~~ The Big issue seeks to make a difference to society, and the set edition celebrates '25 years of a Publishing revolution', the iconography of 'Hollywood, Broadway' and bright lights of the typography ~~connotes a new way that~~ has connotations of being successful, and adds a sense pride. The use of 'Publishing Revolution' conveys that they're doing something radically different than other media products, because they are serving a purpose in helping the homeless and improving society. This challenges Curran and Seaton's idea that companies main purpose is to create a profit.

Write the two digit question number *inside* the boxes next to the first line of your answer

Answer

Lea
bla

However, ~~the~~ it could be argued that the Big Issue needs to create a profit in order to be effective in making ~~a~~ ^{social change} ~~change in society~~, and helping the homeless. Tick Logical evaluation

The Big Issue and Vogue have different Tick purposes, therefore their ideologies are different and their target audiences are different. Tick

The Big Issue is more socialist and has a clear left wing stance, whereas Vogue is targeting a ~~more~~ higher social ^{class} demographic therefore, there is a difference in how their ~~ideologies~~ ^{purposes} ~~again~~ conform to Curran and Seaton's theory. Tick Vogue ~~seems to be~~ is more reflective of ~~the~~ theory Curran and Seaton's theory, because The Big Issue was solely made for the purpose of serving a purpose as a social business. Tick Logical evaluation

6: 23

