

EDUQAS A LEVEL MEDIA STUDIES
AUTUMN 2020 SERIES

COMPONENT 2 COGNITIVE WALKTHROUGH

CANDIDATE A
SECTION A QUESTION 1

Script Marks

Component : A680U20-1 - MEDIA STUDIES COMPONENT 2
Series : 20K

Series : 20K

Candidate Name

Centre Number

Candidate Number

Total Mark

[illegible]

SECTION A – TELEVISION IN THE GLOBAL AGE

Answer one question in this section.

Either,

Option 1: *Life on Mars* and *The Bridge*

1. Television products are significantly influenced by the contexts in which they are produced. [30]
How evident is this in *Life on Mars* and *The Bridge*?

Or,

Option 2: *Humans* and *The Returned*

2. 'Television products are significantly influenced by the contexts in which they are produced.' [30]
How evident is this in *Humans* and *The Returned*?

Or,

Option 3: *The Jinx* and *No Burqas Behind Bars*

3. 'Television products are significantly influenced by the contexts in which they are produced.' [30]
How evident is this in *The Jinx* and *No Burqas Behind Bars*?

1. *Life on Mars* uses a variety of techniques throughout the series. For example, these techniques help make the drama appeal to its target audience. For example, medium shots are used to show things like characters, as well as ^{what} they are wearing. From a medium shot, the audience ^{can} easily see if someone is wearing a jacket, indicating things like its colour and basic detail. Close up shots have been used to show the faces of characters, which helps highlight any facial expressions they make in *Life on Mars*. An actor looking worried can make the

Doesn't answer Q



02

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(AG80U20-1)

Situation they are in look more intense. A serious face could show someone who is doing something important, like a crime scene detective trying to solve something.

Moreover, the background music of Life on Mars changes depending on the escalation of the current situation. For example, when ^{one of} the main character's has a dream of being in someone's bedroom and is scared of someone or something coming near him, the pace of the background music speeds up and intensifies. It makes the audience feel scared and almost as if they were in the exact same situation. ~~It see~~ **Doesn't answer Q**

When the man keeps having vivid dreams of being in someone's bedroom, it seems as if an alien is coming towards him, which causes his fear. An alien or aliens are a typical feature in sci-fi dramas, and Life on Mars is also a sci-fi. They have used aliens so that people who watch sci-fi dramas will get hooked to Life on Mars, and find it interesting. **Superficial and generalised discussion**

The TV series also uses diegetic and non diegetic sound to add effect, and change the atmosphere ~~or~~ of the environments that were used for production. For example, the man screams in his dream ~~&~~ when he is scared. It creates a feeling of panic amongst the audience. They will feel as though something may happen to the man, and could even momentarily



forget that he is in a dream within the episodes.

In summary, it is fairly evident in *Life On Mars* that television products are significantly influenced by the contexts in which they are produced. The series has the majority of features that would be expected in a science fiction drama, and is relatively similar to most of dramas of its type.

The Bridge uses a range of techniques throughout its episodes as well, in a similar way to *Life On Mars*. Medium shots are used to show characters top half, and long shots to show their overalls. Low angle shots have been used at points, which make characters seem powerful.

The fly on the wall technique is used for *The Bridge* and *Life On Mars*, which views characters and objects around them from a wall, a fair distance away. Diegetic sounds have also been used to immerse the audience in particular scenes.

Similar to *Life On Mars*; *The Bridge* does not use any features as such that differentiate it from other dramas of its type. Hence, it is relatively evident in *The Bridge* that television products are significantly influenced by the contexts in which they are produced.



Doesn't answer Q

Superficial; generalised conclusion; lacking support

1: 4

EDUQAS A LEVEL MEDIA STUDIES
AUTUMN 2020 SERIES

COMPONENT 2 COGNITIVE WALKTHROUGH

CANDIDATE B
SECTION A QUESTION 1

Script Marks

Component : A680U20-1 - MEDIA STUDIES COMPONENT 2
Series : 20K

Series : 20K

Candidate Name

Centre Number

Candidate Number

Total Mark

[illegible]

SECTION A – TELEVISION IN THE GLOBAL AGE*Answer one question in this section.***Either,****Option 1: *Life on Mars* and *The Bridge***

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How evident is this in *Life on Mars* and *The Bridge*? [30]

Or,**Option 2: *Humans* and *The Returned***

2. 'Television products are significantly influenced by the contexts in which they are produced.'

How evident is this in *Humans* and *The Returned*? [30]

Or,**Option 3: *The Jinx* and *No Burqas Behind Bars***

3. 'Television products are significantly influenced by the contexts in which they are produced.'

How evident is this in *The Jinx* and *No Burqas Behind Bars*? [30]

We can see that Television products are heavily influenced by the contexts of their production clearly in *Life on Mars* and *The Bridge* as both of these shows have been clearly influenced by the in the content of each production. Tick

Life on Mars is an early 2000s Tick detective drama about Sam, an



early 2000's detective who, after a car accident, finds himself in the 1970s and working alongside Gene Hunt, the show follows Sam's adventures in this time period as well as his attempts to discover the truth of his apparent time travel. The show became a cult classic and is adored by fans.

Life on Mars features ~~many~~ ~~piece~~ much of the popular tropes of a ~~TV~~ television show from this time period. ^{Tick} Firstly, the show's choice of an early 70s setting is obvious for the era in which it was produced, as many people who had been in childhood in the 1970's have grown into adulthood by the time of the show's ~~airing~~ ^{airing}, and as such the 70's were ^{Tick} a time looked upon with nostalgia in society at that time. ^{Basic k&u of influence of context} A second ~~etc~~ piece of evidence found in the show's content is the dynamic of Sam and Gene, Sam being a play by the rules modern detective, ^{Tick} ~~the~~ Gene adopting a more flexible ~~approaching~~ approach, even



slapping someone during an interrogation. This dynamic was popular at the time brought on by the success of the American buddy cop. ~~the~~ Lethal Weapon films, in which the two main characters had a similar dynamic. Satisfactory k&u of contexts

The Bridge is a Danish / Swedish Tick television show following two detectives from those neighbouring countries when a body is found on the bridge connecting them. The use of these two countries rivalling in this way is due to the real context between those countries, ~~the~~ also, the show displays how the detective genre has changed since Life on Mars, with the bridge containing much more violent and disturbing imagery. Undeveloped disc. of rel. btwn product(s) & context

To summarize, both shows are clearly influenced by their contexts, as Life on Mars and The Bridge differ greatly in their approach to the detective drama due to their widely different Undeveloped conclusion, only partially sup



EDUQAS A LEVEL MEDIA STUDIES
AUTUMN 2020 SERIES

COMPONENT 2 COGNITIVE WALKTHROUGH

CANDIDATE C
SECTION A QUESTION 3

Script Marks

Component : A680U20-1 - MEDIA STUDIES COMPONENT 2
Series : 20K

Series : 20K

Candidate Name

Centre Number

Candidate Number

Total Mark

[illegible]

SECTION A – TELEVISION IN THE GLOBAL AGE

Answer **one** question in this section.

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Or,

Option 3: *The Jinx* and *No Burqas Behind Bars*

3. 'Television products are significantly influenced by the contexts in which they are produced.'

How evident is this in *The Jinx* and *No Burqas Behind Bars*?

[30]

Television products are significantly
influenced by the contexts in which they
are produced. Tick

This is evident in the case of
both the *Jinx* and *No Burqas
Behind Bars*.

The *Jinx* is heavily influenced by the
contexts it was produced. It was
created by HBO a massive U.S. Tick



television company known for its big budget blockbuster shows such as Game of Thrones, The Wire & Sopranos. We see this big budget evident on The Jinx. The filming and production of the product are that of a high standard and follow particular conventions we would see in a HBO show. The dramatisation almost makes it feel like an action show even though it's a true crime documentary, it made the audience feel so immersed fans took to twitter and other socials saying not to spoil the show event though the show is real life events that can be searched online. This linking into the idea of no longer having a passive audience, the idea that fans and audience interact with the media product.

Further the context in which it's produced we can discuss the intro of the show very stylistic and dramatised showing a similar intro too that of Game of Thrones and Sopranos. Makes the audience almost forget



their watching true crime the way it's produced.

The show itself comes at a time where there is a rise in popularity for these true crime shows ^{Tick} and that of a particular style, we see this on platform such as Netflix with *Making a Murderer* ^{Tick} and *The O.J. Simpson*. So the way the *Jinx* is produced clearly is ~~it is~~ due with the massive company that is HBO and the time context where are seeing more and more of these similar media products. ^{Tick} Reasonable judgement(s)/conclusion

~~we~~ We see the opposite with *No Burkas Behind Bars*. The production is at a very low quality and clearly has had funding from different sources. The way *No Burkas* is shot you can tell the budget is small, the cameramen ~~look~~ don't seem to be as highly skilled compared to the *Jinx* ^{Basic/undeveloped judgement(s)/conclusion(s)} and the quality of the footage of *No Burkas* is very ~~raw~~ ^{Tick} minimal edit, we see lots of footage were it's evident the camera has kept rolling. *No Burkas* was produced



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

Answer

0 3

by a Swedish company ^{Tick}. No Burqas Behind bars also received grants and donations to help with its production. ^{Tick}

Undeveloped disc. of rel. btwn product(s) & c

0 3

So this instance is clearly evident in its production especially from a financial side. We can see that both products have very different goals ^{Tick} and what their aims are.

0 3

The Jinx was made by HBO whose aim is to make profit and expand their business. Whereas No Burqas clearly was produced in the context of being informative. ^{Tick}

Satisfactory k & u of contexts/influence of c

No Burqas is obviously very different to the Jinx but it's the cultural side which is the most abstract. Cultural code can be applied the idea you will only audience a media product if you come from that particular cultural. For middle eastern audience majority will be aware of how women are treated in parts of Asia. Whereas for a western audience it's completely alien. That's why No Burqas Behind Bars was produced its job is to inform audience of how these women were treated and the lack of freedom and human rights. ^{Tick}



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

Answer

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03

HBO are also influenced Jinx was also influenced by its producers (HBO) reputation. HBO are one of the biggest names in the film industry, they also have a large fanbase, because of this all of their media products need to adhere to a particular standard. And we see this influence in The Jinx, the way it's been edited, directed is very HBO style. The intense sense and violence that we see in the Jinx is also due to HBO, in the US. television is heavily regulated and viewer friendly because HBO is a paid for service producers are allowed to show a lot of explicit content that you wouldn't see on daytime television.

Secure understanding of significance of context

03

No Burqas Behind Bars was shown by the BBC. The BBC has a royal charter which involves rules that they must follow which include education. No burqas were given money and grants by film charities so it can be an informative commentary which reaches the world, this is why we saw it televised on BBC. More contextual reasons why No Burqas was produced in the way it was due to the setting we see that individuals in the documentary are dressed in a particular way (wearing a burqa). The language is fairly language



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

Answer

Leave
blank

0 3

spoken throughout the documentary is
Dari, these are all contextual
factors that affected the way it
was produced.

EDUQAS A LEVEL MEDIA STUDIES
AUTUMN 2020 SERIES

COMPONENT 2 COGNITIVE WALKTHROUGH

CANDIDATE D
SECTION A QUESTION 1

Script Marks

Component : A680U20-1 - MEDIA STUDIES COMPONENT 2

Series : 20K

Component : A680U20-1 - MEDIA STUDIES COMPONENT 2

Series : 20K

Candidate Name

Centre Number

Candidate Number

Total Mark

[illegible]

SECTION A – TELEVISION IN THE GLOBAL AGE

Answer **one** question in this section.

Either,

Option 1: *Life on Mars* and *The Bridge*

- ①. 'Television products are significantly influenced by the contexts in which they are produced.'

How evident is this in *Life on Mars* and *The Bridge*?

[30]

Or,

Option 2: *Humans* and *The Returned*

2. 'Television products are significantly influenced by the contexts in which they are produced.'

How evident is this in *Humans* and *The Returned*?

[30]

Or,

Option 3: *The Jinx* and *No Burqas Behind Bars*

3. 'Television products are significantly influenced by the contexts in which they are produced.'

How evident is this in *The Jinx* and *No Burqas Behind Bars*?

[30]

1. ~~Television products are significantly influenced by the contexts in which they are produced. How evident is this in *Life on Mars* and *The Bridge*?~~

Plan

~~Contexts - *Life on Mars* modern postmodern look back at old 1970s - change context to look at modern context
Bridge - regional context appealing to global audience by same themes - murder, terrorism, gender
Salabre is cultural context in Sydney~~



Secure understanding of significance of context

Secure understanding of significance of context



day. This then leads to a direct comparison between the ^{interestingly to generate} ~~the~~ ^{Tick} ~~Life on Mars~~ uses ^{nostalgia} ~~to~~ ^{Tick} create a warmth for the 1970s, with the use of David Bowie music, the cars referencing old police shows such as the Sweeney ^{Tick} and the scenes in places like a record shop. However this is a postmodern ^{Tick} view ~~to~~ of the 1970s ~~to~~ then analysing postmodernism in Life on Mars. It's good to use ~~the~~ ^{Tick} ~~Bangs~~ ^{Good application of K & U of TF}. It's postmodern because you view it through Sam Tyler's modern eyes therefore giving the 1970s world some self-consciousness forcing the ~~the~~ ^{Tick} ~~spectator~~ to analyse and be an active spectator of the 1970s world. ^{Logical/coherent judgement(s)/conclusion} In relation to contexts, the ~~the~~ ^{Tick} ~~postmodern~~ view of the 1970s world allows the directors to place 1970s contexts ~~and~~ ^{Tick} ~~and~~ highlight the change in certain representations and political correctness. An example of this is the character Gene Hunt who, ~~he~~ ^{Tick} ~~use~~ ^{Logical/coherent judgement(s)/conclusion} ~~Levi Strauss~~ ^{Good application of K & U of TF} ~~theory~~ of structuralisation, is a binary opposition to Sam Tyler. ^{Tick} For the contemporary audience watching they will find ~~the~~ ^{Tick} ~~Gene Hunt~~ shocking with his treatment of females for example. ~~In one scene he~~ ^{Tick} ~~refers~~ to Annie as 'skirt'. This is making the audience react in a shocked way as because of Sam Tyler's postmodern contemporary reactions to Gene Hunt ~~in~~ ^{Tick} ~~Life on Mars~~ is therefore showing how much we've changed ^{Tick} and how much more politically correct society ~~has~~ ^{Tick} ~~come~~ ^{Logical/coherent judgement(s)/conclusion}. This is an example of contexts influencing the production as ~~the~~ ^{Tick} ~~the~~ contexts



0 1

inform certain themes presented and narrative binary opposition decisions. **Tick**

The Bridge is similar in that the ~~context~~ modern contexts ~~are~~ around gender and the debates around gender have informed the production. **Tick** The Bridge Nordic noir ~~style~~ aesthetic portrays the Bridge's main themes which have ~~so~~ come from the political and cultural contexts of Scandinavia at the time. **Tick**

~~These points~~ In Scandinavia there is a debate and a polarised view around gender and sexuality which is a key theme in the Bridge. The Bridge uses many conversations ~~to~~ between Saga and the opposite side to discuss the difference in opinion about gender. **Tick** ~~This is clear in the scene where~~ The plot also centres around the killing of an LGBTQ activist who fights for LGBTQ rights. **Tick** When interviewing her wife the police detective with Saga snorts in derision at the idea of a gender ~~fluid~~ neutral and fluid school that she was going to build. ~~These~~ This difference is a regional debate between Denmark and Sweden **Tick** and also applies to a global stage. **Tick** The killer placed the activists dead body in a typical traditional family setting with a family set of dolls and painted a smile on her. This shows an extreme view of how people believe women should be more traditional. **Butlers** theory of performativity amongst gender is useful in understanding that gender is a performance and you can be born a sex but perform to be your gender. The dead activist took an oppositional approach to performing to be the traditional woman which caused clear offence. The contexts ~~stage~~ of these gender debates clearly shaped the production of the Bridge relating contemporary contextual themes as a key plot point to generate the maximum reaction from the ~~speculation~~. **Tick**

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AUTUMN 2020 SERIES

COMPONENT 2 COGNITIVE WALKTHROUGH

CANDIDATE E
SECTION B QUESTION 5

Script Marks

Component : A680U20-1 - MEDIA STUDIES COMPONENT 2
Series : 20K

Series : 20K

Candidate Name

Centre Number

Candidate Number

Total Mark

Item	Mark	Comments
5	6	Discussion of magazine industry is superficial and generalised and the conclusions drawn lack supporting evidence from 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

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]

The theory of power suggests that a small amount of people are in control of nearly everything in this world, they are the proletariats and the working class are just there to earn money and put it back into their pockets to make them more powerful and richer than they already are, these people are the bourgeoisie.

For example, *Woman's Realm* is

Generally sound k & u of Curran & Seaton's



is a newspaper^X aimed at women. These newspapers are usually approved by and told to be written by one person. This person is supposedly a man by the name of Rupert Murdoch who ~~owns~~ ~~all~~ owns all ~~in~~ the media in the world. The theory of power is that if a person feels like as though they are the ones in control and have the power, then they will purchase said products. As this is a woman's magazine, a lot of women ^{Partial k & u of Curran & Seaton's the} buy it thinking they are in control and have power, when in reality, it is really the people who are behind the magazine article. ^{Undeveloped argument}

Furthermore, if we look at Huck, it is a magazine that is empowering to men. As the man is the center image of this magazine^X, making the men who buy this magazine/article believe they are the center of attention and that they are powerful and strong. Mostly men will buy this paper^X and this is ~~not~~ aimed at them. Huck talks about strong, powerful women^{Tick} and has them as the center print.

Therefore, doing this and making it so that one article/newspaper is aimed at one gender and empowering one while other companies do it to another will cause the real bosses of



these companies to 'brick' ~~or mark~~ the
readers into buying their products and earn them
a profit.

5: 6



EDUQAS A LEVEL MEDIA STUDIES
AUTUMN 2020 SERIES

COMPONENT 2 COGNITIVE WALKTHROUGH

CANDIDATE F
SECTION B QUESTION 4

Script Marks

Component : A680U20-1 - MEDIA STUDIES COMPONENT 2
Series : 20K

Series : 20K

Candidate Name

Centre Number

Candidate Number

Total Mark

Item	Mark	Comments
4	13	Sound k&u of Curran & Seaton's theory is shown but arguments are undeveloped and only partially supported by reference to 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*

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]

4.

The theory of Curran & Seaton is that small number of Media Conglomerates control how it's distributed and what we see. ^{Tick} Their main cause for this is ~~to~~ for their own financial gain. ^{Tick} This power has only come around in more recent years, however some could argue

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that it's been in action for many years before that. ^{Tick} For instance, the 1950's magazine 'Woman' was a women's magazine which showcased what it was like to be a stereotypical woman back then. It consisted of things like 'how to do your make up perfectly' or 'things every woman needs in their kitchen'. Looking back now, it's extremely sexist as it downplays the fact that they think of women as less than men and they should only be in the kitchen or cleaning the house. The theory of feminism by Liesbet Van Zoonen ties in well with this as she states women aren't seen as equal, and mostly seen as objects. Also, referring to the 'how to do your make up perfectly', David Gauntlett's theory of identity and how we build up who we are from ~~what~~ what we see can be used. If women read this back then, they would think that this is what they had to be like, therefore basing their identity upon that.

the media putting out this magazine in the 50's ^X could be seen as doing this for profit ^{Tick} as they know their target audience is middle aged, ~~the~~ ^{the} women/mums of nuclear families, and making money in the process. ^{Tick} Advertisers contrast from woman ~~is~~ in various different ways. This magazine is a heavily



political ^{Tick} and features many current affairs, however doesn't produce articles on them as such, rather portrays the issue through photography with captions rather than articles.

This magazine is independent ^{Tick} and isn't owned by the likes of Jeff Bezos and his multi-media conglomerate. This means they are free to publish what they want in every issue, although ^{Discussion of magazine industry is reasonable/straightforward evaluation} be it to a very select & niche market. The point of adbusters, and why it contrasts to Woman so much, is because it serves a purpose to educate & inform ^{Tick}, rather than go for sales and profit ^{Tick}. David Hesmondhalgh's theory of companies minimising risk to maximise profits through vertical integration applies to Woman, but not to adbusters ^{Tick}. ^{Undeveloped argument}

In conclusion ^{Tick} Curran and Seaton's theory of the media owned by a small number of companies purely to make profit is correct ^{Tick} due to the fact that Woman was put out every week and served a purpose of directing women in a certain way & keep them buying it every week ^{Tick} happened ~~back~~ in the 50's & continues to happen today through controlling what we see in the media to keep the majority happy and keep them buying and watching, so that the companies make money ^{Tick}

4: 13



EDUQAS A LEVEL MEDIA STUDIES
AUTUMN 2020 SERIES

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 a part of a major conglomerate. Conde Nast also produces many other popular magazines that take over the market. This makes Conde Nast powerful and give them 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 Zoeren's ideas~~ ~~showing~~ ~~quite~~ represent women in traditional ways. This shows that even though these representations of women ~~go against~~ conformed to ^{the societal} ~~current~~ expectations of women in the 1960s they were still included, this may be because ~~Vogue~~ Advertisements created more profit for vogue, therefore reflecting Cullen 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~~ ~~in~~ which allows them to be more niche and alternative



06

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(AB80U20-1)

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, ~~that~~ 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



EDUQAS A LEVEL MEDIA STUDIES
AUTUMN 2020 SERIES

COMPONENT 2 COGNITIVE WALKTHROUGH

CANDIDATE H
SECTION C QUESTION 8

Script Marks

Component : A680U20-1 - MEDIA STUDIES COMPONENT 2

Series : 20K

Candidate Name

Centre Number

Candidate Number

Total Mark

Item	Mark	Comments
8a	2	Reference to the set product is superficial and generalised, demonstrating little k&u of Butler's theory.
8b	0	Response not worthy of credit.

SECTION C – MEDIA IN THE ONLINE AGE

Answer **one** question in this section. Each question is in **two** parts.

Either,

Option 1: Alfie Deyes/PointlessBlog and DesiMag

7. (a) Explain Judith Butler's theory of gender performativity.
Use *Alfie Deyes/PointlessBlog* to support your response. [15]
- (b) Explore how *DesiMag* targets and attracts a specialised audience. [15]

Or,

Option 2: Zoe Sugg/Zoella and Attitude

8. (a) Explain Judith Butler's theory of gender performativity.
Use *Zoe Sugg/Zoella* to support your response. [15]
- (b) Explore how the *Attitude* website targets and attracts a specialised audience. [15]

(a) Judith Butler's theory of gender performativity says that success is sometimes obtained through becoming and performing as is expected of one's gender. Tick

Partial k&u of Butler's theory

Zoe Sugg/Zoella is one example of this as Zoe's brand is focused around health and beauty and so this engages an audience of young girls. Zoe also uses an upbeat and fun attitude as a part of her brand, which also allows her



to engage with an audience of young girls. Zoella's colour palette also mostly consists of muted and pastel pinks, once again engaging with her target audience.

Reference to set product is superficial/generalised

(b) The Attitude website, as a part of Zoella's brand, targets itself to the same specialised audience. The bright pastel colours and bold lettering attract a younger female audience, as well as the fun and upbeat, joyous atmosphere of the website leads itself to attract a specialised audience of young girls.

Analysis is superficial/generalised



EDUQAS A LEVEL MEDIA STUDIES
AUTUMN 2020 SERIES

COMPONENT 2 COGNITIVE WALKTHROUGH

CANDIDATE I
SECTION C QUESTION 8

Script Marks

Component : A680U20-1 - MEDIA STUDIES COMPONENT 2

Series : 20K

Candidate Name

Centre Number

Candidate Number

Total Mark

Item	Mark	Comments
8a	5	Reference to set product is undeveloped, demonstrating a partial k&u of Butler's theory. There is a tendency to simply describe.
8b	9	Analysis of the set product is reasonable and straightforward, demonstrating a generally sound k&u of relevant aspects of the TF.

SECTION C – MEDIA IN THE ONLINE AGE

Answer **one** question in this section. Each question is in **two** parts.

Either,

Option 1: *Alfie Deyes/PointlessBlog* and *DesiMag*

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- (b) Explore how *DesiMag* targets and attracts a specialised audience. [15]

Or,

Option 2: *Zoe Sugg/Zoella* and *Attitude*

8. (a) Explain Judith Butler's theory of gender performativity.
Use *Zoe Sugg/Zoella* to support your response. [15]
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PA.

The theory of Gender Performativity is that gender is based upon characteristics, traits and how a person acts around people. This can be explored ~~as~~ and used as an example by looking at the ~~Youtuber~~ Youtuber Zoella. Her Channel consists of her ~~blog~~ vlogging her day to day life and what she does during the days. She has her camera, which is usually everyday. Using Judith Butler's theory when looking at Zoella, she comes across as very feminine. This is because she posts vlogs of her baking, her doing girly photoshoots, her making her own female clothes and



her reviewing mainly feminine products to show her large amount of subscribers, those of which are mainly female. However, although she portrays herself as very girly and whatnot, there can be a deeper side to Zoella which she has shown on her website. She posted an article about her battles with mental health. This was accompanied by a very serious looking photo shoot, which drove away from her usual pink/feminine colour palette, and was shot with dark grey/black type colours. Zoella stepped away from gender performativity when doing this & allowed herself to be shown in a light which educated and informed fans. With the majority of her fans being young/teenage girls, seeing someone like Zoella talk about such important topics like mental health can really have an impact upon them. This could allow them to feel comfortable talking about it to someone if they have the personal battles going on with themselves. Moving away from this, and onto Zoella's own branded website, it keeps up with the feminine gender performativity. The colours are typical pink/white/light grey which are typically feminine. The articles mainly relate to women as they are feminine topics like

Reference to set product is undevelo

Tick

Partial k&u of Butler's theory

Tick

Tick



'rating the best bath bombs'. Also, Zoella's own branded Shop sells mainly women's clothing/products. However, some could argue a select few products on the website could be seen as unisex. Tendency to simply describe

Overall, Zoella conforms to the gender performativity theory as she has very feminine traits and characteristics and shows this through her videos and website.

8B.

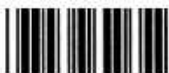
Attitude is a website that was launched in the end of the 1990's which served a purpose of reporting news that specifically covered the LGBTQ+ community. Tick This is already a main

selling point to draw in its specialised/targeted audience. Tick

Another attraction to the website is that it's a safe haven for people in the LGBTQ+ community as the user cannot comment on any of the published articles. Tick This differs to

sites like the Daily Mail where there is a comment section on every article which allows people to share their

views, which can sometimes cause hurt or offence to other people. Because of the nature of the site and the fact that a lot of people wrongly aren't willing to accept the community for who they are & what they stand for, it's good to know that people of the LGBTQ+ community who use that site can be Analysis is reasonable/straightforward



Spared from hate or Cruel Comments **Tick**
 Another way it's attractive is the codes & conventions of the Site. There is a ~~drop down~~ Slide-Show carousel which has ~~the~~ the 3 latest articles published on there rotating every couple of seconds, the website is also colour coded into sections like News, film, TV & so on. Every section has a different colour to it and it's based upon the rainbow, which evidently is the symbol for the LGBTQ+ community **Analysis is reasonable/straightforward**
 It also provides information on a lot of pride parades **Tick**, what sort of celebrities will be in attendance at the parades, current LGBTQ+ affairs and so on. **Tendency to simply describe** Also, the website has adverts enabled on there. The advertisements could be catered to the person who's on there through cookies if they have them enabled, or it could be that a company has decided to advertise their own brand there. David Gauntlett's theory of identity and how we construct our identities through what we see in the media can be applied here. For instance someone who hasn't come out yet could get the confidence to and construct ~~his~~ their identity from this website **Tick** or someone who's a proud member of the LGBTQ+ community could construct ideas of who they are too. **Satisfactory application of k&u of T**
Tick

END OF PAPER



Question number	Additional page, if required. Write the question number(s) in the left-hand margin.
8B	<p>Overall, Attitude's website caters the specialised audience of the LGBTQ+ community be by talking about related topics/current affairs & Shedding light on things happening inside the community. Tick</p>

Exam
on

8a: 5

8b: 9



EDUQAS A LEVEL MEDIA STUDIES
AUTUMN 2020 SERIES

COMPONENT 2 COGNITIVE WALKTHROUGH

CANDIDATE J
SECTION C QUESTION 8

Script Marks

Component : A680U20-1 - MEDIA STUDIES COMPONENT 2

Series : 20K

Candidate Name

Centre Number

Candidate Number

Total Mark

Item	Mark	Comments
8a	10	Reference to the set product is generally logical & coherent, and informed by a secure k&u of Butler's theory.
8b	8	Analysis of the set product is reasonable and straightforward, demonstrating a generally sound k&u of relevant aspects of the TF.

SECTION C – MEDIA IN THE ONLINE AGE

Answer one question in this section. Each question is in two parts.

Either,

Option 1: Alfie Deyes/PointlessBlog and DesiMag

7. (a) Explain Judith Butler's theory of gender performativity. Use *Alfie Deyes/PointlessBlog* to support your response. [15]
- (b) Explore how *DesiMag* targets and attracts a specialised audience. [15]

Or,

Option 2: Zoe Sugg/Zoella and Attitude

8. (a) Explain Judith Butler's theory of gender performativity. Use *Zoe Sugg/Zoella* to support your response. [15]
- (b) Explore how the *Attitude* website targets and attracts a specialised audience. [15]

Judith Butler argues that ~~one's~~ a person's gender is defined by ~~that~~ their actions and behaviors. Also that gender is different to sex as sex is biological whilst gender is action and behavior. In reference to zoella ⁱⁿ ~~to~~ ^{she} ~~in her~~ ^{traditional} videos on a social infl in her Youtube videos conforms to gender binary ^{through} ~~binary~~ ^{preparing for children} her behaviors. For example ⁱⁿ her vlog about a ~~house~~ ^{house} she conforms to gender ^{role} ~~role~~ by being cooking and cleaning. Her partner Alfie is seen driving in her vlogs and talks about ~~it~~ ^{the} going to ~~gift~~ ^{the}. This reinforces typical gender ~~binary~~ ^{binary} by the male ~~being~~ ^{being} alone and the female ~~partner~~ ^{partner}. This reinforces Butler's argument as we see how Zoe and Alfie's behaviors influence ~~the~~ ^{the} how we determine ~~their~~ ^{their} gender ^{and} how masculine and feminine each of them is on the spectrum. Butler also believes in where ~~there's~~ ^a ~~level~~ ^{person} of how masculine and feminine one is. ^{Secure k&u of Butler's theory}



We also see how in Zoella's vlogs how she does her makeup and she is also seen to giggle at Alfie's boyish charm. She also talked very openly about mental health in her videos about it where she talked about her experiences of. With Butters' Spectrum of gender & these behaviors would suggest Zoella is very high on the feminine side as these are traditionally very ^{girl} girly and more associated with females ^{be} when talking about feeling/personal experiences. Alfie can be seen to be untidy at times and to be laid back as seen in the preparing for Christmas day vlog. These traits associated with men but aren't necessarily masculine. Also due to his smiling and cheeky persona in Zoella's vlogs he would be ^{side} ~~be~~ ^{low} ~~low~~ on the masculine side of the gender performativity spectrum.

Attituder's target audience is gay men ^{tick} aged 22-35 who are interested in current affairs ^{tick} and are who have a disposable income ^{tick}.

Attitude They also are not overly interested in reading ^{Analysis is reasonable/straightforward} but are interested also in the images. Attituder's website includes news stories regarding current affairs such as politics which are also linked to homosexuality. An example of this can be the Trump story which included "Trump doesn't like the idea of having a homosexual senator." This would attract gay men who are interested in current affairs ^{tick} as they find it interesting but it links to the ideology of the ^{tick}.



magazine in which the reader ~~to~~ also better believes in and what to represent ~~that~~ homosexuality is now accepted in society and it should be celebrated. ^{Celebrated} ~~Analysis is logical~~

Attitudes website has fitness and health articles where there is gym advice/nutritional advice. This attracts a specific audience of gay men with good income as it costs money to get a gym membership and to buy extra items such as nutritional products. Blumler and Katz audience pleasure are relevant here as they would be able to talk about this with people at the gym or learn more stuff - reinforcing the audience pleasures of surveillance and personal relationships. ~~Analysis is reasonable/straightforward~~

We see how the articles are more image based and there is short paragraphing in this & will attract their specialised audience as they won't have to read as much. Also the target audience want to see images of men's 'reference' 'guy gaze' as they want get pleasure from this. ~~Analysis is undeveloped~~

