The Exam

The four questions will be as follows:

Q1	10 marks	This question will ask you to analyse the media language or the representations in two sources. The sources will be extracts from different genres of online or print newspapers and may include one of the set products. This short essay should take about 17 minutes to plan and write.
Q2	15 marks	This will be a complex question including a number of bullet points asking you to: • Show knowledge and understanding of the theoretical framework (LIAR) as it applies to news • Analyse the two unseen sources provided, probably in terms of media language or representations (this may entail comparing the two) • Make judgements and draw conclusions • This extended essay should take about 17 minutes to plan and write.
Q3	10 marks	This questions asks you to show knowledge and understanding of the influence of media contexts on print / online news, including your set products. This short essay should take about 17 minutes to plan and write.
Q4	10 marks	This question asks you to evaluate an academic theory in relation to news. You may be given two theories to choose from. This short essay should take about 17 minutes to plan and write.

Questions 1 and 2

You will be given to sources to analyse in the exam. The sources may include an extract from print newspapers, from a newspaper website, or from newspaper social media feeds such as Twitter, Instagram or Facebook.
•   One will be an extract from a quality newspaper (The Telegraph, The Times, The Independent, The Guardian, etc)
•   One will be an extract from a popular newspaper (The Sun, the Mirror, the Daily Mail, The Express, Metro, etc)
The two sources cannot be both of the two set products, though one may be.

Question 3

In this question will be asked to refer to your set texts, The Guardian and The Daily Mail. You will touch on ownership, audiences and the 5 media contexts. This could include the following:
•   News is shaped by how it is produced, distributed and circulated.
•   Digitally convergent media has been a key factor in change/development
•   Ownership, regulation, and funding structures all affect the news
•   Define audiences
•   How do use attracts, targets, reaches and addresses audience
•   How audiences interpret the news in varying ways

Question 4

In this question, you will be asked to evaluate the usefulness of one of two theories in relation to audience or ownership of your set products. You won't know until you sit the exam which of the series could come up so learn them all and use the notes in this booklet to help you. You don't need to explain the theory in detail but you do need to evaluate it and how far it might help you understand news.

Media Language

Print conventions

Newspaper print layout:
Masthead, skyline, byline, standfirst, sidebar, columns, headlines, image(s), use of space, colour, typography, house style, formailty of language and mode of address.

Task: Annotate all of the conventions on the following front pages.

Online news conventions:

Quality news/broadsheets
- Home page filled with headlines, with hard news stories towards the top of the page.
- Same traditional masthead (The Guardian uses a different masthead style to its print counterpart).
- Most home pages use a four-column layout, which fills the home page with news.
- Most typography is serif.
- Equal amounts of headlines/standfirsts and images.
- More extensive use of colour (compared to print counterparts).
- Opinion, sports and lifestyle pieces appear on the home page.
- There is some use of sans-serif fonts.

Tabloid online
- Soft news (lifestyle, 'showbiz' and human interest) stories feature predominantly towards the top of the home pages.
- Fonts are sans-serif
- Saturated use of colour (especially red).
- Photography dominates the home pages
- The language and register is more informal.
- Red tops.
- Unlike the print counterparts, a large number of headlines are offered, connoting 'newsiness'
- Most headlines are not capitalised (unlike print counterparts).
- The homepage layout is less photograph,image and headline dominated than the print frontpage.

Media Language

Online conventions

Task: Annotate all of the conventions on the following front web pages.
The first one can be found at https://www.dailymail.co.uk/news/article-6775041/Knife-thug-18-receives-suspended-jail-term-admitting-blade-offence.html
The Guardian at https://www.theguardian.com/uk-news/2020/jan/09/hes-very-tortured-prince-harrys-growing-anger-at-the-press

Mail Online   **News**

Home | News | U.S. | Sport | TV&Showbiz | Australia | Femail | Health | Science | Money | Video | Travel | DailyMailTV | Discounts
Latest Headlines | Coronavirus | Royal Family | Prince Andrew | World News | Arts | Headlines | France | Most read | Wires   Login

Smirking at soft justice Britain: Thug, 18, poses for a selfie outside court after dodging prison for a SECOND knife offence amid mounting concerns over soft justice

- Kyle Davis, 18, received suspended sentence at Birmingham Magistrates' Court
- Teenager pleaded guilty to possession of a knife and possession of cocaine
- Davis had previously received a police caution for possessing a knife aged 14
- Anti-knife crime campaigners expressed outrage after Davis avoided prison

By REBECCA CAMBER and GEORGE ODLING and JOSH WHITE FOR THE DAILY MAIL
PUBLISHED: 22:02, 5 March 2019 | UPDATED: 01:55, 6 March 2019

Share   **18k** shares   **755** View comments

Support The Guardian
Available for everyone, funded by readers
Contribute →   Subscribe →

Search jobs Dating   Sign in   Search   **The Guardian**   UK edition

News | Opinion | Sport | Culture | Lifestyle | More

UK ▶ UK politics Education Media Society Law Scotland Wales Northern Ireland

Prince Harry

⊙ This article is more than **1 month old**

'He's very tortured': Prince Harry's growing anger at the press

Correspondents tell of the prince's clear disdain for them. But does he need them?

Media Language   Theories and news values

Task: summarise the media language theories and how they apply to news.

Barthes	
Todorov	
Levi-Strauss	
Baudrillard	
Neale	

News Values- Galtung and Ruge/Harcup and O Neill.
Although this is not a required theory, it's important for you to understand what underpins the selection of news stories and how these 'news values' are often linked to ideology and brand identity.

Task: Revise what news values Harcup identified and find definitions for the terms below:

Press agency-

Gatekeeper-

Mediation-

Selection-

Media representation   Gender

Task: Summarise the gender representation theories

bell hooks	
Butler	
Van Zoonen	

Task: Deconstruct the representation of gender in both of these front pages. Use media language termionology, your glossary and media theory to support your analysis.

Task: Summarise the rest of the representation theories

Gilroy	
Gauntlett	
Hall	

Task: Deconstruct the representations in both of these pages. Use media language termionology, your glossary and media theory to support your analysis.

Q1 and 2 sample questions

SECTION A News

Study Sources A and B and then answer all the questions in Section A.

Source A – front cover of the Daily Mirror newspaper, Monday 17 July 2017. Source B – front cover of The Sun newspaper, Monday 17 July 2017.

1. Analyse the representations in Sources A and B. Use Judith Butler's concept of gender in your answer.

[10]

2.* Sources A and B cover the same news event but construct different narratives. How far has the narrative infuenced the media language used in Sources A and B?

In your answer you must:

• outline the use of narrative in British newspapers

• analyse the contrasting use of media language in the sources

• make judgements and reach conclusions about how far narrative has influenced the media language used.
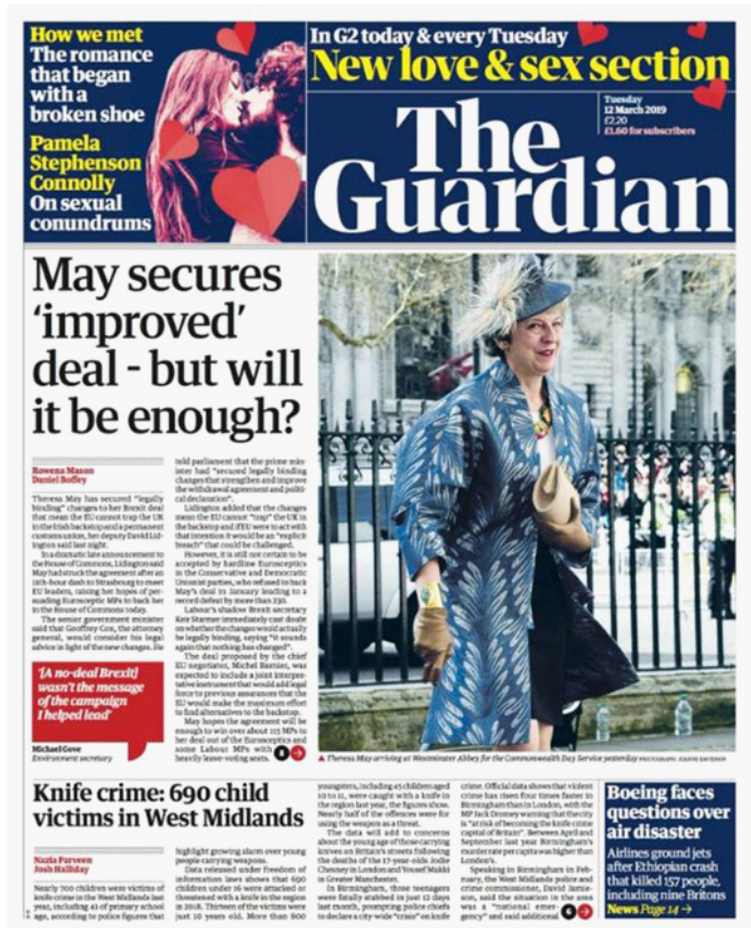
[15]

Q1 and 2 sample questions

SECTION A News
Study Sources A and B and then answer all the questions in Section A.
Source A – front cover of The Guardian newspaper, 12 March 2019.
Prime Minister Teresa May was trying to secure a deal with the EU over Brexit, which the British parliament would vote for and agree with.
Source B – front cover of the The Sun newspaper, 12 March 2019.

1. Analyse the different representations of gender in Sources A and B. Apply one appropriate theory of representation in your answer.   [10]

2.* Sources A and B cover the same news event but are from two different newspapers.

How far has the combination of elements of media language influenced meaning in the sources?

In your answer you must:
• explain how the combination of elements of media language influences meaning in
newspapers
• analyse how media language has been used to construct meaning in the sources
• make judgements and reach conclusions about how far the combination of elements of media language has influenced meaning in the sources.   [15]