



Knowledge Organiser

Media Studies

GCSE Media Studies Eduqas

Media Studies

GCSE Eduqas

YEAR 10 & 11

2023-2025

NAME: _____

TUTOR GROUP: _____

1	Camera Shots	What is a low angle used for?	To make an object, person, thing appear larger, powerful or dominant
2		What is a close up used for?	To show emotion or detail e.g. happy, sad or frustrated
3		What is a long shot used for?	To show groups of people or background detail
4		What is an extreme close up used for?	To show a character's thoughts, feelings, emotions or really important detail
5		What is an establishing shot used for?	To show the setting for location
6		What is a high angle shot used for?	To make an object, person, thing appear smaller, scared, frightened or vulnerable
7		What is a birds eye view shot used for?	To see something from above, to show a relationship between people or objects
8		What is a canted angle used for?	To involve the audience directly & make them confused
9		What is a mid shot used for?	To show body language, gestures & conversation between characters
10		What is a POV (point of view) shot used for?	To show perspective from the character's point of view usually over the shoulder
11	Advertising & Marketing	What does the term mise en scene mean?	Everything you see in the frame: costume, props, lighting, setting, body language
12		What does the term intertextuality mean?	Using & referring to previous texts withing a new one
13		What is connotation?	What an image or word suggests or implies e.g. the image of the sun connotes brightness, happiness, holidays, the colour black connotes danger, darkness, misery
14		What is persuasive language?	Words in an advert to persuade the audience
15		What is emotive language?	Words that connote an emotion or a feeling e.g. happy, sad, frustrated, angry
16		What is a stereotype?	A widely held image of a particular person, place or thing
17		What is a countertype?	Something that subverts (challenges & changes) a stereotype
18		What is an anchorage?	Words or other images that link to the main image of a text
19		What is structure & design?	The layout & design of a particular text including placement of things on the page & fonts & colour choices
20		What is a slogan?	A short & striking & memorable phrase associated with a particular product or text
21	Film Posters	What is a tagline?	A short memorable slogan associated with the film, e.g. "I'll be back"
22		What is a billing block?	Credits at the bottom detailing actors, directors etc
23		What is the purpose of quotes from critics?	To persuade and encourage audiences to watch the film
24		What is direct mode of address?	When the character looks directly at the audience in the main image
25		Why are the main image & release date important?	To give the audience an idea of what the film/characters will be about and when they can go see it
26		What is iconography?	Images that symbolise particular things or people e.g. we expect to see guns, cowboy hats in a western or dark nights, ghosts in a horror film, ambulances in a hospital drama
27		What is Laura Mulvey's male gaze theory?	The theory that women are there as objects to be looked at by men
28		What is a convention?	Things we expect to see on particular texts e.g. title on a magazine or film poster, slogan on an advert
29		What is genre?	The type of film/text e.g. comedy, horror, action/adventure, thriller

30		What 10 conventions (main things) should be on a film poster?	Title, names of main actors, billing block, release date, clues about genre, large main image, direct mode of address, tagline, website, quotes from critics
31	Magazine Covers	What is the masthead?	The name of the magazine e.g. Vogue
32		What anchors the main story to the main image?	The strapline – it is the 2 nd largest font on the page after the masthead
33		What are coverlines?	Other stories besides that are covered in the magazine
34		What is typography?	The text/writing on the page and type of font used
35		What is a target audience?	The primary (first_ audience the magazine is aimed at
36		Where is a masthead stereotypically located?	Top of the page in largest font, sometimes with main image in front of part of it
37		When was pride magazine first published?	1990
38		What is a patriarchal society?	A society ruled/dominated by men (or the father figure)
39		What is sans serif font?	Straight more masculine type of font connoting seriousness
40		What is serif font?	A more feminine style of font containing flicks and curls
41	Sitcom – The IT Crowd & Friends	Which episode is the key text?	Series 4 episode 2 – The Final Countdown
42		How many character types are there according to Taflinger?	3 – Main, supporting & transients
43		Who are the main characters in the set episode of the IT Crowd?	Roy, Moss & Jen
44		Who is represented as a stereotypical lad?	Roy
45		Who is sometimes represented as a countertype?	Jen because she is a female boss in a male environment & she power dresses
46		What is a narrative?	Storyline
47		What are the 5 stages of Todorov's narrative theory?	Equilibrium, disruption, recognition, repair, return to new equilibrium
48		How long to typical sitcoms last?	Half an hour
49		Name the 4 main conventions of sitcoms	Form, style, narrative & characters
50		When was the IT Crowd set text episode made?	2010

51	Sitcoms (Friends and IT Crowd)	What is a sitcom?	A situation comedy
52		What is the watershed?	A point where TV is more appropriate for adults – after 9pm
53		What is an active audience?	An audience that takes notes of & gets involved with what they are watching
54		What does the demographic mean?	Target audience
55		What is technical convergence?	Where different technologies combine together
56		What are the 4 main areas of the uses & gratifications theory?	Diversion, personal identity, personal relationships, surveillance
57		Which decade was Friends made in?	1990s
58		Name 3 reasons Friends reflects American society in the 90s	Mentions lesbianism, made in carefree time before twin towers, refers to intertextuality fraggle rock & other shows of the time, use of dated technology – phones & computers
59		Name the 6 main characters	Rachel, Monica, Phoebe, Chandler, Joey, Ross
60		How many series of Friends were there?	10, with 236 episodes in total

1	Video Games - Fortnite	What does PEGI stand for?	Pan European Games Information
2		How many PEGI ratings are there?	6 – 3, 7, 12, 1, 16, 18
3		How is this different to Film Regulation?	In film it is U, PG, 12/12A, 15, 18/18R
4		What are the 5 main ingredients for a successful video game?	Challenge, choice, aesthetics, rewards, narrative
5		Which 4 audience gamer types does Fortnite appeal to? (Bartle's taxonomy of gamers)	Killer, socialiser, explorer, achiever
6		Who makes Fortnite?	Epic Games
7		Why is technological convergence important?	It allows gamers to access anywhere, anytime on different devices
8		What is cross media convergence?	Where more than one media brand or form join together to promote each other
9		What is synergy?	When two or more media institutions work together to create a consistent image and/or brand for a single product. Similar to convergence
10		What is a conglomerate?	A large company that owns other smaller companies
11	Radio - The Archers	How many types of radio station are there in the UK?	3 BBC, commercial, community
12		What is the difference between commercial & BBC	BBC is a PSB (public service broadcaster) publicly funded by license fee, commercial is funded by advertising
13		Which Radio station is the Archers broadcast on?	Radio 4
14		Name 4 places audience can access The Archers	Radio, podcast online, iPlayer radio app, download from iTunes
15		What is the benefit of this access to audiences?	Offers more flexibility & opportunities to catch up to reach a wider audience
16		How many episodes are there per week?	6 with an omnibus on a Sunday, each episode also repeated at 2pm on day of broadcast
17		How often do the production team meet to plan story lines?	Biannually (twice a year)
18		What extras are offered on the Archers website?	Regular blog, info on characters, links to social media sites, regular polls where listeners can vote
19		When was the Archers first made?	1951
20		What was its purpose?	To educate farmers to increase food production after WW2
21	Music Video - Katy Perry/Bruno Mars/TLC	Why do artists create music videos?	To promote their new songs & increase profits
22		Why do artists have websites?	To promote themselves, their music & allow fans to interact
23		Name 3 different social media platforms with the same information?	Twitter, Instagram, Facebook
24		Why do artists use multiple social media platforms with the same information?	To appeal to a wider audience
25		In the Katy Perry video which gender types are subverted? Male or Female?	Both, KP starts stereotypically feminine & subverts by becoming independent & empowered, male is subverted as represented as weak
26		Which intertextual references in the Katy Perry video target an older demographic?	Muhammed Ali (Float like a butterfly, sting like a bee), Helen Reddy (hear me roar), Rocky franchise (I got the eye of the tiger)
27		How much has the Uptown Funk video made?	The Uptown Funk video has made over \$840,000
28		Which techniques does Bruno Mars use on his website & social media platforms to engage with his fans?	Pinned tweets, number of tweets & followers, hashtags, emojis, tagging other celebs, personal anecdotes (stories)
29		When was the TLC waterfalls video made & what issues does it tackle?	1995, Illegal drugs trade & HIV/AIDS crisis
30		What is Dyer's star persona theory?	Fans like particular texts more because of the constructed personality of the major star in them

31	Newspapers	Name the 2 main types of newspapers in the UK	Tabloid, broadsheet
32		Name the 3 Red top papers - which one of the 2 types do they belong to?	Sun, Mirror, Daily Star, Tabloids
33		Who owns The Sun newspaper? Who produces it?	Rupert Murdoch (owner) or News Corp (production company)
34		What are gatekeepers?	Journalists and editors who write & print the stories
35		Name 5 news values	Immediacy, Human interest (personalisation), Elite persons & nations, negativity, unexpectedness, continuity, patriotism/nationalism
36		Is The Sun a right- or left-wing newspaper?	Right – Conservative backed
37		What is hard and soft news?	Hard – Politics, serious stories Soft – Celebrity gossip & entertainment
38		What has been the impact of technology on newspapers?	Sales of actual newspapers have declined & moved on
39		Name at least 3 ways to access news	Internet, radio, TV, newspapers, social media feeds, on phones, on a tablet
40		Who is the regulator for newspapers in the UK?	IPS



Knowledge Organiser

Media Studies

GCSE Media Studies Eduqas