

Section B – Promoting Media

6 Identify which regulatory body regulates the video gaming industry in the UK:

(Elements tested in this question: AO1(1a) Demonstrate knowledge of the theoretical framework of media)

Answer	Marks	Guidance
PEGI or Video Standards Council or VSC Or 'Games Rating Authority'	1 AO1 1xAO1(1a)	1 mark for correct answer.

7 Explain **two** benefits of vertical integration.

(Elements tested in this question: AO1(1b) Demonstrate understanding of the theoretical framework of media)

Answer	Marks	Guidance
<p>Detailed explanations of the benefits of vertical integration could include:</p> <ul style="list-style-type: none"> ● Cost savings: companies that are vertically integrated own more than one stage in the production processes involved in making media products and will therefore save money by keeping those processes in-house ● Creative control: companies that are vertically integrated will retain more creative control over the production of media products as they will be able to maintain a consistent creative vision across all stages of production ● Greater potential for increased profits: companies that own the production and distribution stages of media production have a greater chance of increasing profits ● A more secure supply chain: vertically integrated companies have a more secure supply chain and easier access to distribution networks and are therefore less dependent upon other companies to distribute and release their products ● any other valid explanation. 	<p style="text-align: center;">4 AO1 2xAO1(1a) 2xAO1(1b)</p>	<p>2 marks for each valid detailed explanation, up to a maximum of 2 explanations.</p>
<p>Benefits that are stated only might include:</p> <ul style="list-style-type: none"> ● cost savings ● creative control ● increased profits ● any other valid way. 		<p>Where 4 marks are not achieved above, award 1 mark for each valid benefit that is stated only (up to a maximum of two reasons).</p>

- 8 Explain **two** ways that audiences are targeted by film poster campaigns. Refer to the *Lego Movie* poster campaign to support your answer.

<p>Assessment Objectives</p>	<p>AO1 - Demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> the theoretical framework of media. <p>(Elements tested in this question: AO1(1a) Demonstrate knowledge of the theoretical framework of media; AO1(1b) Demonstrate understanding of the theoretical framework of media)</p> <p>Maximum 10 marks</p>	
<p>Additional Guidance</p>	<p>The 'indicative content' is an example of valid content. Any other valid content is acceptable and should be credited in line with the levels of response. The 'indicative content' shown is not a full exemplar answer. It is not expected for candidates to cover all elements of the indicative content.</p>	
<p>Indicative content</p> <p>Responses should demonstrate knowledge and understanding of media audiences:</p> <ul style="list-style-type: none"> the way in which media organisations target audiences through marketing <p>Reward knowledge and understanding of film promotion, for example:</p> <ul style="list-style-type: none"> film poster campaigns often comprise more than one poster targeting a range of audiences: the <i>Lego Movie</i> poster campaign comprises five posters including a main traditional poster with a release date and billing block, and four additional posters for individual characters to appeal to a wide audience film poster campaigns target audiences through visuals such as key characters or moments from the film; the <i>Lego Movie</i> uses action shots of the key characters running 	<p>10 AO1 4xAO1(1a) 6xAO1(1b)</p>	<p>Use Levels of Response criteria</p> <p>Level 3 (7–10 marks)</p> <p>Excellent knowledge and understanding of the ways that audiences are targeted by film poster campaigns</p> <ul style="list-style-type: none"> AO1(1a) A clear demonstration of knowledge of ways that audiences are targeted by film poster campaigns AO1(1b) A clear demonstration of understanding of ways that audiences are targeted by film poster campaigns AO1(1b) Excellent use of the set product to support the answer. <p>Answers higher in the band will explicitly explain at least two ways that audiences are targeted by film poster campaigns and will choose relevant examples of how the <i>Lego Movie</i> poster campaign fits these reasons.</p> <p>Answers lower in the band may be weaker in their explanation or their relevant examples from the <i>Lego Movie</i> poster campaign, but both will be present.</p>

<p>away from an explosion which indicates the genre and provides some early narrative clues</p> <ul style="list-style-type: none"> ● film poster campaigns target audiences through key textual information such as release dates, tag lines, actor names and quotes from the movie to attract an audience; the main Lego Movie poster provides a key tag line and release date, and the individual posters introduce audiences to the voice actors including Morgan Freeman as Vitruvius. ● using recognisable generic conventions on the posters, such as established super-heroes, explosions and urban settings, meeting the needs of the film audience who come to the film with expectations based on the film's genre, making them more likely to engage with the film. ● using 'star appeal' such as the names of actors including Morgan Freeman, Chris Pratt and Will Ferrell on the posters to target audiences. Star appeal is used to target an inherited audience of fans who may choose to watch the film because they like the actors in it ● the use of intertextual references to well known comic-book characters, such as Batman, would target audiences of other DC films/comics. ● any other relevant response. 		<p>A candidate operating at level 3 would be expected to access most of the AO1(1a) marks and most of the AO1(1b) marks.</p> <p>Level 2 (4–6 marks) Adequate knowledge and understanding of the ways that audiences are targeted by film poster campaigns.</p> <ul style="list-style-type: none"> ● AO1(1a) A partial demonstration of knowledge of ways that audiences are targeted by film poster campaigns ● AO1(1b) A partial demonstration of understanding of ways that audiences are targeted by film poster campaigns ● AO1(1b) Adequate use of the set product to support the answer. <p>Adequate responses at the top of the middle mark band may successfully explain one way that audiences are targeted by film poster campaigns, with some reference to the <i>Lego Movie</i> poster campaign. Responses at the bottom of this band may discuss ways without reference to the poster campaign or fail to refer to the set product.</p> <p>A candidate operating at level 2 would be expected to access some of the AO1(1a) marks and some of the AO1(1b) marks.</p> <p>Level 1 (1–3 marks) Minimal knowledge and understanding of the ways that audiences are targeted by film poster campaigns.</p> <ul style="list-style-type: none"> ● AO1(1a) An attempt to demonstrate knowledge of the ways that audiences are targeted by film poster campaigns ● AO1(1b) An attempt to demonstrate understanding of ways that audiences are targeted by film poster campaigns
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- 9 Analyse how gender has been represented in the trailer for the Lego Movie.
Refer to the trailer only, not the advertising break that runs before the trailer.

Assessment Objectives	<p>AO2 - Analyse media products using the theoretical framework of media, including in relation to their contexts. (Elements tested in this question: AO2(1a) Analyse media products using the theoretical framework of media including in relation to their contexts)</p> <p>Maximum 10 marks</p>	
Additional Guidance	<p>The ‘indicative content’ is an example of valid content. Any other valid content is acceptable and should be credited in line with the levels of response. The ‘indicative content’ shown is not a full exemplar answer. It is not expected for candidates to cover all elements of the indicative content.</p>	
<p>Indicative content</p> <p>Responses should analyse how gender has been represented in the trailer:</p> <ul style="list-style-type: none"> ● The character of Wyldstyle is strong and defiant, standing on the top of a tall building, which offers a challenge to expected stereotypes of females being weak and scared ● Emmet challenges stereotypes of men being strong in action films by shouting ‘I want to go home!’, showing him to be scared and fearful. He is frequently seen as hopeless and vulnerable, two attributes stereotypically associated with female characters ● The character of Vitruvius, a wise old man, is a stereotypical representation of gender ● The villain in the Lego Movie trailer, Lord Business, is represented as strong and powerful – typical attributes associated with men ● Lord Business is represented as a stereotypical male leader; he commands respect and has a ‘command and control’ style of leadership stereotypical of men being authoritative and confident in business ● any other relevant analysis. 	<p>10 AO2 10xAO2(1a)</p>	<p>Use Levels of Response criteria</p> <p>Level 3 (7–10 marks) An excellent analysis of gender representation.</p> <ul style="list-style-type: none"> ● A sophisticated, perceptive and accurate analysis of representation of gender in the <i>Lego Movie</i> trailer ● Highly relevant response to the question, demonstrated by full focus on representation of gender <p>Excellent responses in the top mark band will typically explain two or more examples of how gender has been represented with detailed reference to the movie trailer.</p> <p>Level 2 (4–6 marks) An adequate analysis of genre conventions.</p> <ul style="list-style-type: none"> ● A competent and generally accurate analysis of the representation of gender in the <i>Lego Movie</i> trailer; responses may be descriptive in parts

	<ul style="list-style-type: none">● Partially relevant response to the question, demonstrated by some focus on representations of gender <p>Adequate responses at the top of the middle mark band may explain two examples of the representation of gender, though one explanation may be less developed. Responses at the bottom of this band may explain at least one example of gender representation.</p> <p>Level 1 (1–3 marks) A minimal analysis of gender representation.</p> <ul style="list-style-type: none">● Analysis, if present, of the representations of gender in the <i>Lego Movie</i> trailer is minimal and/or largely descriptive and may not be relevant● Barely relevant response to the question, lacking in focus on representation of gender. <p>Minimal responses in the bottom band may describe some aspect of the representation of gender but this may be descriptive.</p> <p>Level 0 (0 marks) No response or no response worthy of credit.</p>
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Assessment Objectives Grid							
Question	AO1(1a)	AO1(1b)	AO1(2a)	AO1(2b)	AO2(1a)	AO2(1b)	Marks
1					5		5
2					5	5	10
3*					10	5	15
4	3	2					5
5			5	5			10
6	1						1
7	2	2					4
8	4	6					10
9					10		10
Element total	10	10	5	5	30	10	
AO Total	30				40		70

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