



Topic Tests

for GCSE Eduqas Media Studies

Component 2B: Music

Fourth Edition, October 2023

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Teacher's Introduction

This resource is for use with Eduqas (C680QS) GCSE Media Studies Component 2B: Music and relates specifically to the set products for this course (**for exams from 2025**):

Music videos:

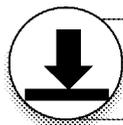
- 'Good as Hell', Lizzo (2019)
- 'The Man', Taylor Swift (2020)
- 'Intentions', Justin Bieber (2020)
- 'Superheroes', Stormzy (2019)
- 'Waterfalls', TLC (1995)
- 'Rio', Duran Duran (1982)

The online and social media of:

- Taylor Swift
- Lizzo
- Justin Bieber
- Stormzy

Remember!

Always check the exam board website for new information, including changes to the specification and sample assessment material.



Pages from this resource which are relevant to the set products for final assessment in **2024** are available on the ZigZag Education support files system, which can be accessed via zzed.uk/productsupport

Please note: This resource caters for all six artists' music videos outlined as per the GCSE 2017 Eduqas specification and the relevant social/online media. Your students will need to interact with only the content provided for the artists that they have studied; however, you may choose for students to complete activities on the other artists as extension tasks. The structure of the pack means that teachers and students can easily select the tests that are appropriate to their teaching. This structure also allows for teachers to change their artist selection from year to year with ease.

The tests can be used for monitoring the progress of students throughout the course and will help to provide regular informed feedback on progress and learning for the teacher and students, and for reporting to parents/carers. The tests can be used as end-of-topic texts, revision quizzes, exam preparation or homework.

The tests are engaging and help consolidate learning, giving students the opportunity to practise applying their knowledge. A range of question styles has been used to expose students to different question types and to give variety in the activities, as well as providing practice questions in an exam-style format.

Each topic test uses a range of question styles:

- Each topic test starts with factual multiple-choice, tick-box and **short-answer questions**, testing **factual knowledge** and **key vocabulary**. This ensures that core fundamental knowledge and ideas for each topic are understood by the student. These questions allow weaker students, and students who don't enjoy extended writing tasks, to test and show their knowledge.
- Questions then increase in difficulty including **medium-length knowledge, explanation and analysis** questions. These are not in exam style, and the purpose of these is to test different elements, knowledge and skills from the specification in a variety of styles.
- At the end of each topic test there are also **exam-style questions**, requiring longer answers. This helps to prepare students for what they might meet in the exam, and to test exam skills.

Mark allocations and answers are provided, which are useful for peer- and self-assessment as well as providing you, as the teacher, with an opportunity to assess students' strengths and weaknesses in order to inform the teaching and learning process.

October 2023

Fourth Edition, October 2023

This resource has been updated in line with specification changes to set products for exams from 2025.

Specification overview table

Teachers will choose the tests relating to their chosen artists, and Test 11. In all, specification for this part of the course. This table can be used to identify which the appropriate topic test to suit your needs.

Each test is worth 45 marks in total and should take approximately 45 minutes to complete. Some tests may take slightly longer, depending on the content covered in that test.

Topic test	Topic test title	Set product(s)
1	Media Language and Representation	Music video
2	Media Language and Representation	Music video
3	Media Language and Representation	Music video and online/social media
4	Industries and Audiences	Music video and online/social media
5	Media Language and Representation	Music video and online/social media
6	Industries and Audiences	Music video and online/social media
7	Media Language and Representation	Music video and online/social media
8	Industries and Audiences	Music video and online/social media
9	Media Language and Representation	Music video and online/social media
10	Industries and Audiences	Music video and online/social media
11	Contexts	Music videos and online/social media

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Student Progress Grid

Students should complete the relevant sections of this grid before and after every test and identify any areas for further study. Shade out any sections that do not apply.

Test number	Topic	Artist	Before completing the test			After completing the test			Score out of 45
			Not very confident	Average confidence	Very confident	Not very confident	Average confidence	Very confident	
1	Media Language and Representation	Duran Duran							
2	Media Language and Representation	TLC							
3	Media Language and Representation	Taylor Swift							
4	Industries and Audiences	Taylor Swift							
5	Media Language and Representation	Lizzo							
6	Industries and Audiences	Lizzo							
7	Media Language and Representation	Stormzy							
8	Industries and Audiences	Stormzy							
9	Media Language and Representation	Justin Bieber							
10	Industries and Audiences	Justin Bieber							
11	Contexts	All artists							

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Topic Test 7: Media Language and Representation – Stormzy ‘Superheroes’

Q1. In what year was the video ‘Superheroes’ released?

.....

Q2. What filming style is used in the video for ‘Superheroes’?

.....

Q3. Draw lines to match the subgenres with the examples. Some subgenres link to more than one example.

Subgenres	Examples
a) Performance video	1. Interesting
b) Concept video	2. Includes
c) Narrative video	3. Shows
	4. Has excellent resolution
	5. Lots of

Q4. Briefly define each term, then give one example of when it is used in the video.

Term	Definition	Example
Establishing shot		
Extreme close-up		
Low-angle shot		
Long shot		
Close-up		

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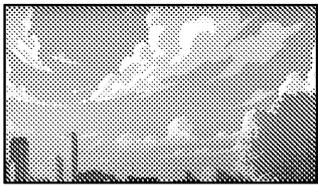
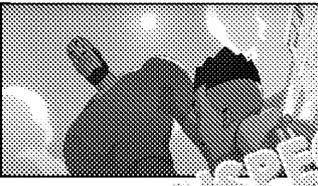
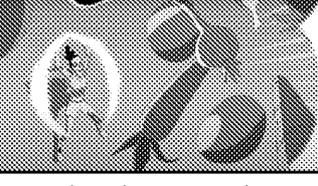
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Q5. Give one example of intertextuality used in the video 'Superheroes'. Briefly creating this link.

Example	Explanation
	

Q6. Look at this series of images from the start of the video. Answer the questions on how ethnicity and gender are represented in this section of the video.

 <p><i>Credit: Atlantic Records UK</i></p>	<p>a) What are the connotations of the image? [1]</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>b)</p>
 <p><i>Credit: Atlantic Records UK</i></p>	<p>c) What are the connotations of this low-angle shot? [1]</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>d)</p>
 <p><i>Credit: Atlantic Records UK</i></p>	<p>e) What is being suggested about the female character in this sequence? [1]</p> <p>.....</p> <p>.....</p> <p>.....</p>	<p>f)</p>
<p>g) Briefly explain how gender and ethnicity are represented in this section following terms/ideas in your answer: black empowerment, representation, stereotypes.</p> <p>.....</p> <p>.....</p> <p>.....</p> <p>.....</p>		

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Topic Test 8: Industries and Audiences – Stormzy ‘Superheroes’ and

Q1. Draw lines to match the words with the definitions.

a) Synergy
b) Divergence
c) Horizontal integration
d) Vertical integration
e) Sponsorship

1. Where a products producti
2. Where a money in their pro
3. Where d products the profit products
4. Where a different
5. Where a into diffe industry

Q2. Delete the words/phrases to make the sentences true.

Signing with a **major**, **independent** record label can bring benefits, as big money is spent on developing and marketing a performer. However, working with a **major** label of **independent** gives artists more control over their work. Many artists start with a **major** label and then move to a d) **major/independent** label once they are established.

Q3. Apart from record sales, how else do performing artists usually make money?

- a)
- b)
- c)
- d)

Q4. Complete the paragraph using words from the box. You do not need to use the same word more than once.

Atlantic **conglomerate** synergy major big three independent
hip-hop artist 0207 Def Jam Universal

Stormzy is a **hip-hop** singer-songwriter, rapper and a) **independent**. He is signed to **Atlantic** Records. His record label is a c) **major** label, which is a **conglomerate** of **big three** larger d) **independent** record companies called e) **major** record companies. f) **independent** record companies.

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Q5. Explain why it is difficult to regulate music videos in today's world. Make fo

- a)
- b)
- c)
- d)

Q6. Tick the box to show whether you think each audience group is most likely to be a primary or secondary audience for the video 'Superheroes'. Tick one box on each

Audience group	Primary audience?	Secondary audience?
Younger adults aged 18–35		
Older adults aged 55 and over		
Black British audience		
Live in the UK/USA		
Reformer		
Aspirant		

Q7. According to Blumler and Katz / the uses and gratifications theory, media products meet audience needs, such as information, entertainment, relatability, creating a talking point in daily life.

a) Which of Blumler and Katz's uses and gratifications theory do you think best describes the video? Give a brief reason for your answer.

Need:

Reason:

b) Which of Blumler and Katz's uses and gratifications theory do you think best describes the video? Give a brief reason for your answer.

Need:

Reason:

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Topic Test 9: Media Language and Representation – Justin Bieber ‘Intentions’

Q1. In what year was the video ‘Intentions’ released?

Q2. Draw lines to match the subgenres with the examples. Some subgenres link

Subgenres
Performance video
Concept video
Narrative video

Interesting in
Includes char
Shows the sta
Has equilibriu
Lots of close-

Q3. Briefly define each term, then give one example of when it is used in the video.

Term	Definition
Establishing shot	
Overhead shot	
High-angle shot	
Long shot	
Close-up	

Q4. Identify three examples of intertextuality used in the video.

-
-
-

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Q5. Look at the image below. Add connotations for each denotation and answer



Credit: Def Jam Recordings

- a) Connotations of Justin Bieber's costume:
.....
- b) Connotations of Justin Bieber's posture:
.....
- c) Connotations of the other people's costumes:
.....
- d) Connotations of the other people's postures/actions:
.....

Q6. Look at this series of images from the video. Answer the question for each image represented in the video.

<p>Credit: Def Jam Recordings</p>	<p>a) What type of people do the women represent? [1]</p> <p>b)</p> <p>.....</p> <p>.....</p>
<p>Credit: Def Jam Recordings</p>	<p>c) What type of place is this shot set in? [1]</p> <p>d)</p> <p>.....</p> <p>.....</p>
<p>Credit: Def Jam Recordings</p>	<p>e) What does the framing/positioning encourage viewers to look at? [1]</p> <p>f)</p> <p>.....</p> <p>.....</p>

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Q7. What views/values are conveyed by the representation of gender in this music video?

.....
.....

Q8. What views/values are conveyed by the representation of ethnicity in this music video?

.....
.....

Q9. List four things you would expect to see on a music artist's website home page. Include the following:

Item	

Q10. How do performers use online and/or social media to enhance their star status? Give three examples from the online and/or social media of Justin Bieber.

.....
.....
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.....
.....

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Continue answer on a separate piece of paper

Topic Test 10: Industries and Audiences – Justin Bieber ‘Intentions’

Q1. Draw lines to match the words with the definitions.

a) Synergy
b) Diversification
c) Horizontal integration
d) Vertical integration
e) Sponsorship

1. Where a products producti
2. Where a money in their pro
3. Where d products profits fo
4. Where a stages of
5. Where a into diffe

Q2. Delete the words/phrases to make the sentences true.

Signing with a a) **major/independent** record label can bring benefits, as big money into developing and marketing a performer. However, working with label often gives artists more control over their work. Many artists start with and then move to a d) **major/independent** label once they are established.

Q3. Apart from record sales, how else do performing artists usually make money

- a)
- b)
- c)
- d)

Q4. Complete the paragraph using words from the box. You do not need to use a word more than once.

conglomerate	synergy	major	Sony	big three
independent	actor	bank manager	Capitol	MTV

Justin Bieber was first discovered performing on a) _____
 b) _____ Records. His record label is a c) _____
 large d) _____ called e) _____, which
 f) _____ record companies.

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Q5. Explain why it is difficult to regulate music videos in today's world. Make fo

- a)
- b)
- c)
- d)

Q6. Tick the box to show whether each audience group is most likely to be a primary or secondary audience group for the video 'Intentions'. Tick one box on each line.

Audience group	Primary audience?	Secondary audience?
Younger adults aged 18–35		
Older adults aged 55 and over		
Live in non-English-speaking countries		
Live in the USA/UK		
Mainstreamer		
Reformer		

Q7. According to Blumler and Katz / the uses and gratifications theory, media products fulfil audience needs, such as information, entertainment, personal identity and communication.

a) Which of Blumler and Katz's uses and gratifications theory do you think best describes the video? Give a brief reason for your answer.

Need:

Reason:

b) Which of Blumler and Katz's uses and gratifications theory do you think best describes the video? Give a brief reason for your answer.

Need:

Reason:

Q8. Which site does each statement apply to best? Tick one choice on each line.

	Official website	Twitter
Justin Bieber has over 114 million followers, and he mainly tweets promotional content.		
Bieber rarely replies to his fans' tweets.		
He includes a lot of informal and less formal photos and videos in his tweets.		
This Instagram link leads to a store to buy merchandise.		

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Topic Test 11: Contexts – All Artists

Q1. Briefly explain what 'cultural context' means.

.....

Q2. Choose the four aspects of medial language which you think are most likely to become outdated. For each one you choose, briefly explain WHY it is likely to become outdated.

Intertextual references in videos because



The look and style of the artists because

Narrative in videos to add a layer of story to the song because

Performance in videos to show the artist or band singing and playing in

Use of technology and special effects in videos because

References to ideas, news stories and social issues of the time in videos because

Lyrics in videos matching the song because



Use of establishing shots, long shots and close-ups because

.....

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Q3. For each aspect of representation, say whether you think it has changed or stayed the same and briefly explain why you think this – refer to an artist / music video you have done for you.

Representation in music videos	Changed or stayed the same
Stars tend to be men.	Changed because Lizzo/Swift is here
An all-white cast is typical	Good as Hell' / 'The M
Values represented are white, Western values	
Women conform to Western beauty ideals and are young, slender, white or light-skinned, with long hair.	
Women are costumed and presented for the pleasure of the male gaze.	
Only young, attractive people are represented in music videos.	

Q4. Draw lines to match each technological change with the effect on the music industry.

Change	Effect on the music industry
1980s – MTV becomes widespread.	Sites such as Spotify are used at home and on the go
1990s – The Internet and the Internet become widespread.	MTV and other music channels and audiences can now watch
2000s – YouTube and other similar sites become popular.	Almost all artists now use Instagram, etc. and they interact with fans and promote
2010s – Smartphones become widely used.	Music videos become more important in the industry, and most big
2010s – Social media becomes popular.	Artists' websites become more important for fans to find music, informatio

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Q5. Select any five of the contexts. For each one you have chosen, say which one you studied it is in, and how it is shown.

Contexts	Which music video? (only one needed)	How it is shown
Feminism		
Patriarchy		
New  Music		
AIDS/HIV crisis		
Body positivity		
Self-love		
Diverse cultures		
Influence of music of black origin		
Stars moving from being performers to being  activists		

Q6. For each characteristic, decide whether it would be used in **corporate, business** media, or if it is more likely to be found in **personal, friendly** online and social media. Tick either '**corporate**' or '**personal**'.

- a) An artist's _____ online/social media presence is used by their company.
- b) An artist's _____ online/social media presence is used by their company.
- c) In _____ online/social media, artists may reply to or interact with their fans.
- d) In _____ online/social media, all posts relate to the business, such as selling tours, publicising events, etc.
- e) An artist's _____ online/social media usually include posts not related to business, like a holiday photo.



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Q7. Online and social media have changed how audiences relate to music and artists. Think of two ways that online and/or social media satisfies the need better than traditional media.

a) How does social/online media fulfil the need for **information** better than traditional media?

1.

2.

b) How does social/online media fulfil the need for **entertainment** better than traditional media?

1.

2.

c) How does social/online media fulfil the need for **personal identity** better than traditional media?

1.

2.

d) How does social/online media fulfil the need for **companionship** better than traditional media?

1.

2.

Q8. How has convergence affected the music industry? In your answer, refer to online/social media of either Taylor Swift or Lizzo, or Stormzy or Justin Bieber.

.....

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.....

.....

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.....

Continue answer on a separate piece of paper

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Topic Test 7: Media Language and Representation – Stormzy ‘Superheroes’

- Q1. In what year was the video ‘Superheroes’ released?
- Q2. What filming style is used in the video for ‘Superheroes’?
- Q3. Match the subgenres with the examples. Some subgenres link to more than one example.

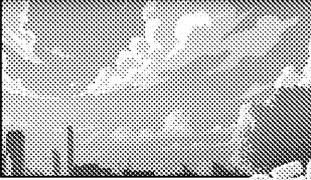
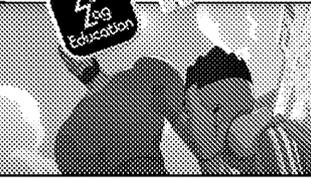
Subgenres

- Performance video
- Concept video
- Narrative video

Examples

- Interesting images and ideas
- Includes characters and acting
- Shows the star singing and dancing
- Has equilibrium, disruption and resolution
- Lots of close-ups of the star

- Q4. Briefly define each term, then give one example of when it is used in the video.
- Establishing shot
 - Extreme close-up
 - Low-angle shot
 - Long shot
 - Close-up
- Q5. Give one example of intertextuality used in the video ‘Superheroes’. Briefly explain how you are creating this link.
- Q6. Look at this series of images from the start of the video. Answer the questions below.

 <p><i>Credit: Atlantic Records UK</i></p>	<p>a) What are the connotations of the image?</p> <p>b) What are the connotations of the colour palette?</p>
 <p><i>Credit: Atlantic Records UK</i></p>	<p>c) What are the connotations of this low-angle shot?</p> <p>d) How do the costumes create meaning for the video?</p>
 <p><i>Credit: Atlantic Records UK</i></p>	<p>e) What is being suggested about the female character in this sequence?</p> <p>f) How is the female character presented?</p>
<p>g) Briefly explain how gender and ethnicity are represented in this section of the video. Use the following terms/ideas in your answer: black empowerment, representation, stereotypes.</p>	

- Q7. What values are conveyed by the representation of ethnicity in this music video?
- Q8. List four things you would expect to see on a music artist’s website home page. Which of these are included in the video?
- Q9. How do performers use online and/or social media to enhance their star status? Give one example of online media and/or social media of Stormzy.

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Topic Test 8: Industries and Audiences – Stormzy ‘Superheroes’ and

Q1. Match the words with the definitions.

a) Synergy	1. Where a company owns several media stages of the production chain
b) Diversification	2. Where a company gives a performer more control over marketing their products
c) Horizontal integration	3. Where different companies or products increase the profits for both companies
d) Vertical integration	4. Where a company owns several different stages of the production chain
e) Sponsorship	5. Where a company/artist branches out into other areas of the media industry

Q2. Choose the words/phrases to make the sentences true.

Signing with a a) **major/independent** record label can bring benefits, as big money into developing and marketing a performer. However, working with a b) **major/independent** label often gives artists more control over their work. Many artists start with a c) **major/independent** label and then move to a d) **major/independent** label once they are established.

Q3. Apart from record sales, how else do performing artists usually make money?

Q4. Complete the paragraph using words from the box. You do not need to use the same word more than once.

Atlantic conglomerate synergy major big three
record company hip-hop artist 0207 Def Jam

Stormzy is a singer, songwriter, rapper and a). He is signed to b) Records. He is part of c) and is also a member of d) called e) Music Group. It is one of the f) record companies.

Q5. Explain why it is difficult to regulate music videos in today’s world. Make four points.

Q6. Choose whether you think each audience group is most likely to be a primary audience group for the video ‘Superheroes’.

- a) Younger adults aged 18–35
- b) Older adults aged 55 and over
- c) Black British audience
- d) Live in the UK/USA
- e) Reformer
- f) Aspirer

Q7. According to Blumler and Katz / the uses and gratifications theory, media products meet audience needs, such as information, entertainment, relatability, creating a talking point in daily life.

- a) Which of Blumler and Katz’s uses and gratifications theory do you think Stormzy’s video is most likely to meet? Give a brief reason for your answer.
- b) Which of Blumler and Katz’s uses and gratifications theory do you think Stormzy’s video is least likely to meet? Give a brief reason for your answer.

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Q8. Which site does each statement apply to best? Write the correct site after each statement.

Sites

- Official website
- X/Twitter
- Facebook
- Instagram

Statements

- a) Stormzy has over 1.2 million followers and posts a mix of personal and professional photos.
- b) He posts a mix of performance videos, and posts a mix of personal and professional photos for raising information.
- c) He posts photos mainly posed and professional photos.
- d) He uses this mainly to promote his tours and merchandise.

Q9. How do music artists target and reach their primary audience? In your answer, refer to the 'Superheroes'.

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Topic Test 9: Media Language and Representation – Justin Bieber ‘Intentions’

- Q1. In what year was the video ‘Intentions’ released?
- Q2. Match the subgenres with the examples. Some subgenres link to more than one example.

Subgenres

- a) Performance video
- b) Concept video
- c) Narrative video

Examples

- 1. Contains a range of images and ideas
- 2. Includes characters and acting
- 3. Shows the star singing and dancing
- 4. Has equilibrium, disruption and contrast
- 5. Lots of close-ups of the star

- Q3. Briefly define each term, then give one example of when it is used in the video.

- a) Establishing shot
- b) Overhead shot
- c) High-angle shot
- d) Long shot
- e) Close-up

- Q4. Identify three examples of intertextuality used in the video.

- Q5. Look at the image below. Add connotations for each denotation and answer the question.



Credit: Def Jam Recordings

- a) Connotations of Justin Bieber’s costume.
- b) Connotations of Justin Bieber’s posture.
- c) Connotations of the other people’s costumes.
- d) Connotations of the other people’s postures/actions.

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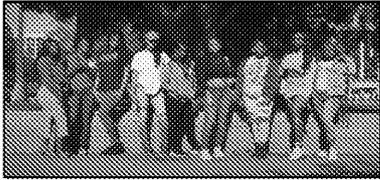
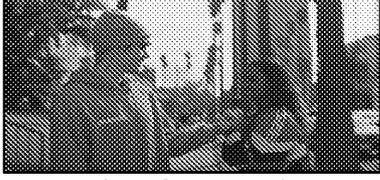
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Q6. Look at this series of images from the video. Answer the question for each represented in the video.

 <p>Credit: Def Jam Recordings</p>	<p>a) What type of people do the work represent? b) What are the connotations of the positioning in this image?</p>
 <p>Credit: Def Jam Recordings</p>	<p>c) What type of place is this shot set in? d) What demographic of people is represented?</p>
 <p>Credit: Def Jam Recordings</p>	<p>e) What does the framing/positioning of the person lead viewers to look at? f) What are the connotations of the actions/expressions?</p>

Q7. What views/values are conveyed by the representation of gender in this music video?

Q8. What views/values are conveyed by the representation of ethnicity in this music video?

Q9. List four things you would expect to see on a musician's website home page. What type of information is included.

Q10. How do performers use online and/or social media to enhance their star status? List three examples of social media of Justin Bieber.



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Topic Test 10: Industries and Audiences – Justin Bieber ‘Intentions’

Q1. Draw lines to match the words with the definitions.

a) Synergy	1. Where a company owns several media production stage of production chain
b) Diversification	2. Where a company gives a performer money in promoting their products
c) Horizontal integration	3. Where different companies or products work together to increase the profits for both companies or products
d) Vertical integration	4. Where a company owns several different stages of production chain
e) Sponsorship	5. Where a company/artist branches out into different areas of the media industry

Q2. Choose the words/phrases to make the sentences true.

Signing with a **a) major/independent** record label can bring benefits, as big money into developing and marketing a performer. However, working with a major label often gives artists more control over their work. Many artists start with an independent label and then move to a **d) major/independent** label once they are established.

Q3. Apart from record sales, how else do performing artists usually make money?

Q4. Complete the paragraph using words from the box. You do not need to use a word more than once.

conglomerate	synergy	major	Sony	big three
independent	acquisition	bank manager	Capitol	MTV

Justin Bieber was first discovered performing on **a)**. He is signed to **b)** Record. It is part of the large **d)** called **e)**, which is one of the **f)** record companies.

Q5. Explain why it is difficult to regulate music videos in today’s world. Make four points.

Q6. Choose whether you think each audience group is most likely to be a primary audience group for the video ‘Intentions’.

- a) Younger adults aged 18–35
- b) Older adults aged 55 and over
- c) Live in non-English-speaking countries
- d) Live in the USA/UK
- e) Mainstreamer
- f) Reformer

Q7. According to Blumler and Katz / Blumler and Katz’s uses and gratifications theory, media products meet audience needs, such as information, entertainment, personal identity and social interaction.

- a) Which of Blumler and Katz’s uses and gratifications theory do you think is the most important reason for your answer?
- b) Which of Blumler and Katz’s uses and gratifications theory do you think is the least important? Give a brief reason for your answer.

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Q8. Which site does each statement apply to best?

Sites

- Official website
- Twitter
- Facebook
- Instagram

- a) Justin Bieber has over 114 million followers, and he mainly tweets promotional posts.
b) Bieber rarely replies to his fans' comments.
c) He includes a lot of professional and less formal photos and has 177 million followers.
d) This link leads to a store to buy merchandise.

Q9. How do music artists target and reach their primary audience? In your answer, refer to the 'Intentions'.



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Topic Test 11: Contexts – All Artists

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- Q1. Briefly explain what 'cultural context' means.
- Q2. Choose the four aspects of medial language which are the most likely to become outdated. For each one you choose, briefly explain WHY it is likely to become outdated.
- Intertextual references in videos
 - The look and style of the artist
 - Narrative in videos and a layer of story to the song
 - Performance videos to show the artist or band singing and playing instruments
 - Use of technology and special effects in videos
 - References to ideas, news stories or social issues of the time in videos
 - Length of videos matching the song
 - Use of establishing shots, long shots and close-ups

- Q2. Choose the four aspects of medial language which are the most likely to become outdated. For each one you choose, briefly explain WHY it is likely to become outdated.
- Q3. For each aspect of representation, say whether you think it has changed or stayed the same. If it has changed, briefly explain why you think this – refer to an artist / music video you have done for you.

Representation in music videos	Changed or stayed the same?
Stars tend to be men.	Changed because Lizzo/Swift is a female. 'Good as Hell' / 'The M...

- An all-white cast is typical.
 - Values represented are all western values.
 - Women conform to Western beauty ideals and are young, slender, white.
 - Women are costumed and presented for the pleasure of the male gaze.
 - Only young, attractive people are represented in music videos.
- Q4. Draw lines to match each technological change with the effect on the music industry.

Change	Effect on the music industry
a) 1980s – MTV becomes widespread.	1. Sites such as Spotify are home and on the go.
b) 1990s – Home PCs and the Internet become widespread.	2. MTV and other music television channels can now watch their programmes on YouTube.
c) 2000s – YouTube and other similar sites become popular.	3. Almost all artists now have their own social media, etc. and this helps them to connect with fans and promote their work.
d) 2010s – Smartphones become widely used.	4. Music videos become a major part of the music industry, and most big artists have their own channels.
e) 2010s – Social media becomes popular.	5. Artists' websites become a major part of the music industry, and most big artists have their own websites.

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Q5. Select any five of the contexts. For each one you have chosen, say which one you studied it is in, and how it is shown.

- a) Feminism
- b) Patriarchy
- c) New Romantics
- d) AIDS/HIV crisis
- e) Body positivity
- f) Self-love
- g) Diverse cultures
- h) Influence of music on Black origin
- i) Stormzy moving from being performers to being social activists

Q6. For each characteristic, decide whether it would be used in **corporate, business** online and social media, or if it is more likely to be found in **personal, friendly** online and social media. Label each as **'corporate'** or **'personal'**.

- a) An artist's _____ online/social media presence is usually run by the manager.
- b) An artist's _____ online/social media presence is usually run by the artist.
- c) In _____ online/social media, artists may reply to or comment on followers.
- d) In _____ online/social media, all posts relate to the business interests of the artist, such as publicising events, etc.
- e) An artist's _____ online/social media usually includes some personal posts, but not business interests.

Q7. Online and social media have changed how audiences relate to music and artists. Think of two ways that online and/or social media satisfies the need better than traditional media.

- a) How does social/online media fulfil the need for **information** better than traditional media?
- b) How does social/online media fulfil the need for **entertainment** better than traditional media?
- c) How does social/online media fulfil the need for **personal identity** better than traditional media?
- d) How does social/online media fulfil the need for **companionship** better than traditional media?

Q8. How has convergence affected the music industry? In your answer, refer to the online/social media of either Taylor Swift or Lizzo, or Stormzy or Justin Bieber.

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Answers

Topic Test 1: Media Language and Representation – Duran Duran

Q1. Answers such as: [1]

- A subdivision or subtype of genre
- A further division of genres into their subtypes

Q2. 1982 [1]

Q3. [12]

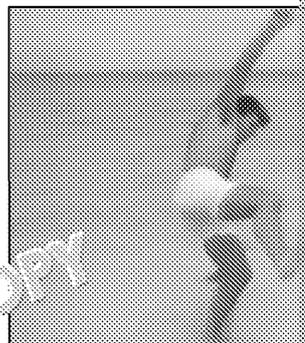
Is this code and convention of music videos?	How is it used/seen in 'Rio'?
✓ Music videos tend to be up to five minutes long, in order to match the length of the song.	Both song and video 'Rio'
✓ Music videos are designed to sell the song, by engaging and entertaining the audience.	'Rio' is light-hearted and
✓ Music videos usually show the band performing the song.	The band members are
✓ The band are presented positively to help increase their star persona.	The band members look
✓ Music videos often have narrative aspects.	'Rio' has a narrative about
✓ Iconography includes close-up images of the band and their 'trademark' look.	There are a lot of close-up

Q4. Answers such as: [8]

- Connotations of the cream-coloured suit – glamorous, expensive, stylish, up to date
- Connotations of the framing/positioning – the lead singer / most important member of the group / the other band members are less important / less well-known
- Connotations of the yacht – glamorous, expensive, rock-star / playboy lifestyle
- What camera shot is used here and why? Very long shot / long shot, to show all the band members and their position on the boat and to show the background/setting of the sea
- Connotations of the setting – glamorous / holiday / expensive / paradise island / summer holiday
- Connotations of the man's actions – falling over makes him seem foolish/unheroic/funny/relatable/sweet
- Identify two key props in this scene – the crab and the knife
- How is this scene intertextual? It refers to the film *Dr. No* / the 1962 James Bond film *Dr. No* / Ursula Andress in the 1962 James Bond film *Dr. No*



Credit: EN



Credit: EN

Q5. To date the girl/Rio [1]

Q6. [6]

- In the video, there are few people of colour and they are **countertyped/stereotyped**
- Older people are **under-represented/stereotyped** as they do not appear in the videos, at all.
- The video is **feminist/patriarchal** as there are more than men than women, and the pleasure of the male **stereotypes/gaze**.
- At the start of the video, women are **progressive/objectified**, and only parts of
- There are also some **under-representations/countertypes** of men, especially when

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Q7. Answers such as: [6]

a) [1]

- He is framed in the centre of the shot and positioned so his bottom is in the centre and towards the viewer. This encourages the viewer to look at his bottom.

b) [1]

- She is framed to the side of the shot and positioned so she is at the front of the shot. This allows us to follow her as she looks at Le Bon then back directly at the viewer.

c) Patri

- There are more men than women.
- The men are fully dressed, while the woman is revealing a lot of skin / her body.
- The woman has been made to look more exotic by face paint, which exaggerates her status as someone 'to be looked at'.



Cred

d) Feminist: [2]

- The viewer's gaze is held by Rio, not the men.
- Rio dictates how we look at the rest of the image.
- Rio encourages the viewer to objectify Le Bon.
- Rio winks at the viewer, establishing a connection between Rio and the viewer.
- Rio is the active participant in the scene, while Le Bon is passive and 'to be looked at'.

Q8. Each bullet point below may be worth 2 or 3 marks if there is enough explanation / music video.

Answers should also include some justification / conclusions. Answers may include points that do not fulfil expectations:

- It is around five minutes long and matches the length of the song.
- It offers a narrative interpretation of the song based around the band members.
- It features many performance elements such as shots of the band members singing and dancing.
- It has gendered representations, with women presented in an objectified way today.
- Many shots feature women with very few clothes displaying their bodies; the stereotype of female beauty, being young and slim with long hair; many shots focus on their bodies, objectifying their bodies, using the 'male gaze.'
- Women are shown as having some power over men, but only as a result of their appearance.
- Men are shown as heroic and may act as aspirational role models or versions of themselves.
- Close-ups of Le Bon and other band members allows fans to enjoy their look / style.
- The exotic location acts as escapism/entertainment for the audience.
- The amusing narrative may act as escapism/entertainment for the audience.

Does not fulfil expectations:

- The video has some feminist elements and encourages the male gaze to be used.
- Men are unsuited to the generic expectations of the time about how successful pop stars should look.
- The video does not fulfil the generic expectations of the time about how successful pop stars should look.

Conclusions:

- Answers are likely to conclude that the video largely fulfils generic expectations.

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Topic Test 2: Media Language and Representation – TLC 'Waterfalls'

Q1. Answers such as: [1]

- A subdivision or subtype of genre
- A further division of genres into their subtypes

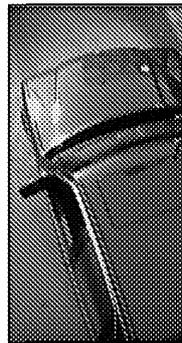
Q2. 1995 [1]

Q3. [12]

Is this a typical convention of music videos?	How is it used?
Music videos are intended to be up to five minutes long, in order to fit within the length of the song.	The video 'Waterfalls' is
Music videos are designed to sell the song, by engaging and entertaining the audience.	The video has engaging music, in, and advanced CGI (for
Music videos usually show the band performing the song.	Several sections of the v
The band are presented positively to help increase their star persona.	The band look attractive and stylish.
Music videos often have narrative aspects.	The video has two narra about HIV/AIDS.
Iconography includes close-up images of the band and their 'trademark' look.	There are a lot of close-up of their hair and make-up, bodies and unique cloth

Q4. Answers such as: [5]

- Connotations of the setting – urban / inner-city / New York / brownstone buildings connote New York
- Connotations of the car – large and shiny – connotes wealth
- Connotations of the man's clothing – urban/street style
- Which camera shot is used, and why? A long shot to show the man's movement in the setting to show him moving towards the car
- Which camera angle is used, and why? An overhead / very high-angle shot to make him look small and weak / to add variety



Q5. [6]

Events from the narrative about the man and his mother	Todorov's stages	Event
A man is involved in drug deals.	Equilibrium	The c
The man is killed.	Complication/disruption	He co
When he is a ghost, he regrets what he has done.	Resolution	The r

Q6. Answers such as: [2]

- The man and his mother: drugs are bad / drugs are dangerous / mothers know thinking about the consequences
- The couple: sex can be dangerous / unprotected sex can result in death / HIV/AIDS can be carried by healthy looking people

Q7. [4]

- In the video, young black men are **counter-typed/misrepresented** as drug dealers
- Prostitutionous women are **under-represented/stereotyped** as carrying diseases
- The video is **feminist/patriarchal** as there are more or less equal numbers of men and women
- The singers/band are represented for the pleasure of the male **stereotypes/ga**

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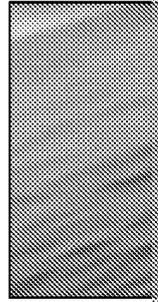
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Q8. Answers such as: [4]

a) Regressive/stereotyped

- The singer is not wearing many clothes / she is showing a lot of her body/skin.
- The camera focuses on her chest and bare stomach as well as on her face.
- Her hair, make-up and costume are designed to appeal to the male gaze / objectify her.



b) Progressive / a countertype

- She is a young woman in a powerful position as a successful performer.
- She is a new type of colour in a powerful position as a successful performer.
- While her clothes are revealing, her chest is covered, suggesting that she has a toned physique than showing off her chest.

Q9. Each bullet point below may be worth 2 or 3 marks if there is enough explanation / music video. Answers should also include some justified conclusions. Answers may

Fulfils expectations:

- It is around five minutes long and matches the length of the song.
- It offers a narrative interpretation of the song based around drugs and HIV/AIDS.
- It includes many performance elements such as shots of the band members singing.
- It has gendered representations with women presented in an objectified way, today.
- Many shots feature the singers with revealing clothes displaying their bodies; the stereotype of female beauty, being young and slim with long hair; many shots of the female body, such as their stomach, objectifying their bodies, using the 'male gaze'.
- Women are shown as having little power over men, such as the woman who is being held.
- Close-ups of each singer allows fans to enjoy their looks.
- The unusual CGI and ocean-based location adds to the escapism/entertainment for the audience.
- The powerful narratives may attract the attention of the audience.

Does not fulfil expectations:

- The video has strong social and political messages, which may not fit with generic expectations of a pop music video.
- The video uses some countertypes of people, such as the pretty healthy-looking woman, which may not have fitted the generic expectations of the time.
- Sex is shown as dangerous, and death is shown in both narratives, which would not fit with generic expectations of pop music videos.

Conclusions:

- Answers are likely to conclude that the video largely fulfils generic expectations.

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Topic Test 3: Media Language and Representation – Taylor Swift ‘The Man’ and ‘The Man vs Disaster’

- Q1. b. The storyline of the media product [1]
- Q2. 2020 [1]
- Q3. The graffiti on the subway walls links to Taylor Swift’s other albums. The words *Rep* this scene. The scene in the office is also reminiscent of *Scott* and characters found in *Bo\$\$* (which explores similar examples of gender inequality). [1]
- Q4. Accept any valid answer such as: [1]
- Office building / office
 - Yacht
 - Tennis court
 - Pub
- Q5. Answers such as: [2]
- Reason one: the video follows a linear narrative showing the Man’s daily life, his interactions with his colleagues and the wider society.
 - Reason two: Taylor Swift is playing the Man, who is a character in a narrative, a mode of address associated with performance music videos.
- Q6. Answers such as: [3]
- Equilibrium: The Man looks out of the window and is celebrated by his colleagues.
 - Disruption/complication: The Man comes up against disruptions (that would not be part of a perfect life – the waiter on the yacht, the umpire on the tennis court).
 - Resolution: Taylor Swift is revealed as the real hero. She directs the Man and his actions in the video.
- Q7. 1 mark for each of Propp’s character roles identified. 1 further mark for a valid suggestion for the video. [6]

Character role/type	Example from ‘The Man’
False Hero	The Man
Villain	The Man / his colleagues in the office / his ‘friends’ in the office
Hero	Taylor Swift

- Q8. Answer: [6]
- Connotations of the costume: the Man is wearing a stereotypical suit to connote power, wealth and dominance linked to Wall Street. One of the passengers is wearing a yellow hoodie with the words ‘Miss Americana & the Heartbreak Prince’ on it, which is a reference to another song from the *Lover* album.
 - Connotations of the BO\$\$ SCOTCH poster and the film poster: the BO\$\$ SCOTCH poster could be a reference to Scott Braun, the producer at Big Machine Label Group who purchased Swift’s masters. The phrase ‘Boss Scotch’ sounds like ‘boss Scott’ with the word ‘greedy’ in graffiti next to the subway advertisement. This connotes Swift’s criticisms about the men in the industry who claim ownership of her past works. The poster for *Man vs Disaster* connotes a genre of Hollywood movies about muscular men saving the world.
 - Connotations of the Man’s appearance and posture codes: the Man is manspreading (with his legs spread wide) without caring about those around him. The uncomfortable posture is another side of Swift’s persona add to the carefree or oblivious nature of the Man.
 - Connotations of facial expressions: the Man’s head is tilted to the side and conveys a sense of indifference. Taylor Swift has her head turned to be as far away from the Man as possible, which conveys her disinterest in this man.
 - Which camera shot is used, and why: long shot to show the Man’s whole body in the frame, positioned in the centre of the shot and exudes confidence and power.



Credit: *The Man* © Taylor Swift

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- Connotations of the Man's props (cigar, briefcase): the cigar suggests wealth and an environment or the people that surround him. The briefcase links to business, importance.

Q9. [3]

- Stars often post **informal, unposed / professional-posed** images to make their genuine and friendly.
- The language used will often be **formal/informal** to convey that it is the 'real voice'.
- Some stars create a sense of **distance/closeness** by often reply to followers.

Q10. Answers such as: [1]

- a representation which is very different from the normal stereotypical representation

Q11. [6]

- of
- mainstream
- stereotypes
- patriarchal
- feminism
- misrepresentation

Q12. Any two valid reasons for each, such as: [4]

Men:

- The Man is celebrated for sleeping with a woman.
- By high-fiving the hands in the corridor this creates a walk of praise for the Man.
- The Man struts down the corridor, showing that sleeping with the woman is an achievement to be celebrated.
- The Man is represented as powerful and is surrounded by people who praise him because of his status, gender and role.



Women:

- The scene explores the double standards between men and women. If a woman would be frowned upon and would likely include a walk of shame, not a walk of praise.
- The woman in the bed is treated as a prize for the Man – a sexual conquest.
- The woman is left alone by the Man, connoting that he does not care for her and is only interested in himself.
- Context: before the release of the music video, Swift said there were 19 hands released on 27th February – the anniversary of the 19th amendment, which was passed in 1920 and prohibited the government from denying women the right to vote based on their sex.

Q13. Each bullet point below may be worth 2 or 3 marks if there is enough explanation / reference to the music video. Answers should also include some justified conclusions. Answers may vary.

Narrative is important because:

- It adds a layer of story that is not always clear in the lyrics, e.g. the video story is about gender inequality.
- The story can add values and messages to the song, such as Swift's message to the music producers and that she could have been even more successful if she were a man.
- Narrative makes the video more entertaining by using enigmas to hook audiences and the audience's perspective will change.
- Narrative gives videos a satisfying sense of closure, e.g. by representing Swift as a woman and then turning her into a man. She directs him and gives him orders.
- Narrative can add to a performer's star status by giving them the opportunity to play a hero, or taking on a role the audience might not expect, such as Swift playing a man.
- Narrative allows stars to experiment with different looks and styles, which makes the video more interesting. In the video, Swift reveals the transformation she had to undertake to become the Man.

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- Narrative adds variety to videos – if all videos only featured performance, the Performance is important because:
- Fans of the artist want to see lots of close-ups and shots of the artist, such as Swift. This is something Swift’s fans have come to expect from her music videos. This is included, like in the music video for ‘The Man’.
- Performance aspects allow the star to showcase their most important talents, such as singing.
- Swift enhances her ‘star status’ and appeal through narrative representations of herself as a popular and successful figure (this is seen in many of her music videos that feature her in a narrative setting).
- Performance aspects encourage a lot of close-up shots and close-up focus on the artist, and reinforce the star approach. Including this subverts expectations for the audience. On the messages her music conveys, for a fan it could still be disappointing.

Conclusion:

- An audience may conclude that either is more important, or that they are equally important.

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