

GCSE Media Studies – Year 10 Exam 2023 Confidence Grid

Print advertising, Radio / The Archers, Video games / Fortnite			
	R.	A.	G.
Advertising <ul style="list-style-type: none"> • Maslow’s hierarchy of needs • Demographics • Slogans, Logos, Brand values • How adverts create desire • The Girl Can analysis • Quality Street analysis • Todorov’s narrative theory 			
Radio <ul style="list-style-type: none"> • Types of radio station • BBC Radio stations • BBC remit, charter • Radio regulation • BBC Radio funding • Propp’s character types 			
The Archers <ul style="list-style-type: none"> - General history of The Archers (when it began etc) - Soap opera conventions - Audience appeal (including Uses and gratifications) - Helen and Rob storyline and social context - Schedule, format, listening options 			
Video Games <ul style="list-style-type: none"> • Genres of video games • Advantages and disadvantages of video games • Audiences – applying Uses and gratifications theory: why do people game? • Ratings (PEGI) 			
Fortnite <ul style="list-style-type: none"> • Genre, format, objective of game • Game rating • Appeal of the game (including U&GT) • Creators of the game • Features and appeal of the website 			

Exam will include shorter questions as well as an analysis question about one of the set adverts and a longer question about audience for either The Archers or Fortnite.