CREATE YOUR OWN REVISION CARDS!

• There are two types of cards to create.
• One is a simple card that lists the key points of what you know about key concepts. The concepts are listed, but need filling in.
• The second one is a question card, which has a question one one side, and an answer on the reverse side. You need to add the answer.

• On one side you have the question
• Use your knowledge organisers and fact sheets to find the answers!
• Now, on the other side, type up your answer.
• Print out the cards
• Get someone to test you!
Sample Questions – 1b) Audience & Industry

• How important is the nature of media production, including by large organisations, who own the products they produce, and by individuals and groups?

• Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• How and why media products are aimed at a range of audiences, from small, specialised audiences to large, mass audiences?

• Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• What is the impact of production processes, personnel and technologies on the final product, including similarities and differences between media products in terms of when and where they are produced?

• Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• Explain the ways in which media organisations target audiences through marketing, including an understanding of the assumptions organisations make about their target audience(s).

• Give examples from the media text you’ve studied.
What is the effect of ownership and control of media organisations, including conglomerate ownership, diversification and vertical integration?

Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• Explain the role of media technologies in reaching and identifying audiences, and in audience consumption and usage.

• Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• Explain the impact of the increasingly convergent nature of media industries across different platforms and different national settings.

• Give examples from the media text you’ve studied.
Explain the ways in which audiences may interpret the same media products very differently and how these differences may reflect both social and individual differences.

Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• Explore the importance of different funding models, including government funded, not-for-profit and commercial models.

• Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• Explore the ways in which people’s media practices are connected to their identity, including their sense of actual and desired self.

• Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• Explain how the media operate as commercial industries on a global scale and reach both large and specialised audiences.
• Give examples from the media text you’ve studied.
What are the social, cultural and political significance of media products, including the themes or issues they address, the fulfilment of needs and desires and the functions they serve in everyday life and society?

Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• Explore the functions and types of regulation of the media.
• Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• Explore how media organisations categorise audiences.
• Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• What are the challenges for media regulation presented by 'new' digital technologies?
• Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• Explain how audiences may respond to and interpret media products and why these interpretations may change over time.
• Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• Explore theoretical perspectives on audiences, including active and passive audiences; audience response and audience interpretation.
• Give examples from the media text you’ve studied.
Sample Questions – 1b) Audience & Industry

• Employ Blumler and Katz's **Uses and Gratifications Theory** with your chosen media text.

• Give examples from the media text you’ve studied.