OVERVIEW OF SET TEXTS

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1A. NEWSPAPER FRONT PAGES = THE SUN + THE GUARDIAN
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1B. VIDEO GAME = POKEMON GO + WEBSITE
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PAPER 1 – SECTION A
PRINT BASED MEDIA + UNSEEN
GQ MAGAZINE (THE ROCK)

• **CONTEXT:** Launched in 1931, gentlemen's quarterly, GQ has an average circulation of around 115,000 and a readership of almost 400,000 through its various platforms. Its popularity with customers caused its rebranding in 1967. GQ’s catch phrase is ‘the magazine for men with an IQ,’. coverage of executive concerns and targets a more serious minded, conservative, older reader than some other men’s lifestyle magazines such as Loaded and FHM

• **REPRESENTATION:** Using a hugely successful black cover star (Dwayne Johnson is half Samoan and half African American) as their dominant image, GQ is presenting a role model for its readers, someone to aspire to be like. The use of Johnson’s iconic bicep with its Brahma bull tattoo reinforces the stereotype of men as having to be hyper masculine, strong and muscular. Johnson’s success as a wrestling character allowed him to cross over into more mainstream culture, most importantly an actor. Black actors have, historically, always been paid less than their white counterparts and so for Johnson to be considered one of the most bankable Hollywood stars is an achievement.

• **AUDIENCE:** male audiences perhaps aspiring to be like Dwayne Johnson and other masculine celebrities.

• **INSTITUTION:** Produced by Condé Nast, today GQ is a multi-platform brand

• **MEDIA LANGUAGE:** Metrosexual, hyper masculine, strong and muscular. connotations of strength and stability.
PRIDE MAGAZINE (NAOMIE HARRIS)

• **CONTEXT:** Pride is a UK monthly women’s lifestyle magazine that targets women of colour. It has been in publication since 1990 and has a circulation of over 300,000 copies per month and a readership of over 146,000. Movement has its roots in the black liberation, black pride. Around the 1960’s black pride was a result to dominant white cultures and ideologies encouraging people to embrace their African heritage. The afro hairstyle at this time was natural and symbolised black pride - Naomi is wearing a straight hair look and advertises hair products - contradicting the natural styles.

• **REPRESENTATION:** a successful black British star, Harris is also attractive and slim, fashionable clothing; the cover line suggests that the women cannot already be naturally beautiful.

• **AUDIENCE:** role model for their readers, Harris is raised from a single parent and a working class background; this ‘normal’ upbringing makes it easier for audiences to aspire to be like her.

• **INSTITUTION:** Pride is distributed in the UK by COMAG, part of Condé Nast.

• **MEDIA LANGUAGE:** mostly, the cover lines focus on body image and reminds reader consistently of this, the cover line references the FGM as an acronym only - implies the social and cultural understanding.
THE SUN NEWSPAPER (RED LINE)

• **CONTEXT:** it was originally published six days a week until News Corp. also started producing The Sun on Sunday in February 2012 to replace the News of the World. With an average daily circulation of roughly 1.6 million copies of their print edition in the UK and a daily readership of around 4.1 million, biggest selling newspaper in the UK.

• **REPRESENTATION:** name only two other countries on the map, could suggest where The Sun imagines the main ‘threat’ is coming from – Bulgaria and Romania-anti-immigration

• **AUDIENCE:** middle social classes, most of whom haven’t attended higher education. Two thirds of its readers are over 35 years old, 54% are male and its biggest audience share comes from the C2DE demographic. lots of visuals and smaller chunks of text means they are purposefully making their product accessible to everyone and especially appealing to members of our society who have weaker literacy skills.

• **INSTITUTION:** British tabloid daily newspaper owned by Rupert Murdoch’s News Corp.

• **MEDIA LANGUAGE:** dominant image-red tape separating UK from Europe, anchored by the headline. Red tape with the white strip is reminiscent of ST George cross- patriotism and everything English.
GUARDIAN NEWSPAPER (MIGRANTS)

- **CONTEXT:** average daily circulation of roughly 189,000 copies of their print edition in the UK.

- **UK online edition which has over 42.6 million readers (as of October 2014).**

- **March 2011, civil war in Syria broke out and an estimated 11 million Syrians have fled their homes since then. The majority of these have sought refuge in countries that border Syria, but an estimated one million have requested asylum in Europe.**

- **REPRESENTATION:** all migrant children involved in this war, and once again highlighting their innocence, vulnerability and defencelessness, dominant media stereotype of refugees as potential terrorists, benefit scroungers and criminals, this image serves to remind the readers of the reality of the situation and show just how desperate many are to flee their homes in search of safety.

- **AUDIENCE:** 89% ABC1, average reader age 44, Fifty-two percent of Guardian readers are male, well educated, relatively young, predominantly male and liberal audience

- **INSTITUTION:** Guardian media group-the Scott trust

- **MEDIA LANGUAGE:** emotive language, masthead is written all in lowercase and uses a curved font. This uniqueness makes the newspaper stand out from the crowd when competing for sales on the newsstands. Dominant image of the two little boys who drowned, along with their mother who is not pictured, whilst crossing from Turkey to Greece gives a human face to the Syrian refugee crisis. The image depicts happy little boys audience is positioned in such a way so as to support these families and apportion blame to Europe’s governments and international authorities.
QUALITY STREET POSTER (DILEMA)

- **CONTEXT:** Originally created in 1936, In the 1930s, only the wealthy could afford chocolate boxes but the creator Harold Mackintosh aimed to sell them at a more reasonable cost to appeal to working families. By the 1950s, when this campaign started, society was in a post-rationing period where luxuries were once again becoming an acceptable part of grocery shopping.

- **REPRESENTATION:** The image suggests a male dominated society with regards to ‘choice’ – he is in control of the product and is centrally framed. Two stereotypes being relied upon in the advert: firstly, that of their need for chocolate, a common and very traditional stereotype that still exists today, and secondly their subservient body language to the dominant man. The implication is that to be successful you will need to be romantically led by a man.

- **AUDIENCE:** young to middle aged adults 25–40, working families due to the lower prices.

- **INSTITUTION:** Mackintosh, Quality street.

- **MEDIA LANGUAGE:** rich colour palette of primary and secondary colours, links to the post-war consumerist culture. Persuasive language techniques such as alliteration, emotive language and superlatives are all indicative of a well-read educated audience.
SPORT ENGLAND POSTER (THIS GIRL CAN)

- **CONTEXT:** national campaign developed by Sport England, break down the primary barrier holding women back from participating in sport. Its in conjunction with a wide range of partnership organisations.

- **REPRESENTATION:** challenge these stereotypes and convince women of their potential. The female in this image is portrayed from a positive viewpoint: she is represented as independent, confident and happy. challenging the dominant ideology. In order to do this, the campaign portrays women extremely positively. By selecting such an image, the producers are seeking to challenge the sexism and male dominance in sport. The processes of selection and production have been carefully managed.

- **AUDIENCE:** women, who may be self conscious about their bodies and want/need motivation to participate in sport and exercise.

- **INSTITUTION:** sport England, funded by the National Lottery and backed by a government body.

- **MEDIA LANGUAGE:** central focusing image, drawing the audience in to the poster. Mid shot of a women in her 30’s exercising-encourages the audience to exercise and be like her as she is a seemingly a normal women. dominance of this image suggests she is the protagonist of this narrative, the ‘hero’ according to Vladimir Propp’s character theory. She is heroic because she is embracing sport; she doesn’t appear to care what anyone thinks and has shed any inhibitions. Her facial expression suggests that she is enjoying herself and is embracing her femininity.
THE MAN WITH THE GOLDEN GUN FILM POSTER

• **CONTEXT:** released on 19 December 1974, starring Roger Moore as 007. This was only Moore’s second appearance as the fictional MI6 agent. $7 million budget and grossed over $97 million at the world wide box office. The artwork for poster itself was produced by artist and illustrator Robert McGinnis.

• **REPRESENTATION:** Two of the three females on the poster are wearing bikinis which show off their slim bodies. Both are heavily made up and wear earrings and bracelets as accessories to the ‘outfit’. The two women also have long flowing hair. ‘bad guys’. This representation of masculinity told audiences that this was what a man had to be at the time – intelligent, strong and prepared to put yourself in dangerous situations.

• **AUDIENCE:** fans of the bond franchise, typically male.

• **INSTITUTION:** produced by the British company Eon (Everything or Nothing) Productions and distributed by United ArtistS

• **MEDIA LANGUAGE:** central image is a mid-shot of James Bond, smartly dressed holding a gun across his body. The dominance of his image suggests he is the film’s protagonist and so probably a ‘good guy’. According to Vladimir Propp’s theory, he would be considered the ‘hero’.
SPECTRE – FILM POSTER

• **CONTEXT:** 26 October 2015, starring Daniel Craig as 007 in his fourth performance as the fictional MI6 agent. $245 million budget. It grossed over $880 million at the worldwide box office. ‘Day of the Dead’. The opening sequence to the film shows a ‘Day of the Dead’ parade in Mexico City. However, the interest in the film, and the government’s determination to promote pre-Hispanic Mexican culture, meant that one year later the local authorities decided to organise such a parade on October 29th 2016. attended by 250,000 people.

• **REPRESENTATION:** Bond provides an image of masculinity that connotes bravery, intelligence and strength: Bond’s posture is strong and dominants a rational, ruthless assassin.

• **AUDIENCE:** fans of the franchise and action, a moderately older audience, predominantly male—‘male gaze theory’

• **INSTITUTION:** produced by the British company Eon (Everything or Nothing) Productions and distributed by United Artists

• **MEDIA LANGUAGE:** Bond's clothing connotes business and professionalism and the gun, an iconic part of Bond’s ‘uniform’, is a common prop used in the action/thriller genre and so audiences can expect violence, action and danger. The gun is casually pointed, connoting that Bond is never off duty, he is always alert and ready for action.
PAPER 1 – SECTION B
SET TEXTS + AUDIENCES
SPECTRE – FILM + WEBSITE

• **CONTEXT:** 26 October 2015, starring Daniel Craig as 007 in his fourth performance as the fictional MI6 agent. $245 million budget. It grossed over $880 million at the worldwide box office. ‘Day of the Dead’. The opening sequence to the film shows a ‘Day of the Dead’ parade in Mexico City. However, the interest in the film, and the government’s determination to promote pre-Hispanic Mexican culture, meant that one year later the local authorities decided to organise such a parade on October 29th 2016. attended by 250,000 people.

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RADIO 4’S THE ARCHERS + WEBSITE
(DOMESTIC VIOLENCE)

• **CONTEXT:** produced in 1951, longest running radio soap opera, people felt sympathetic towards ‘Helen’ and donated to domestic violence, ‘freehelen’ received 35000 tweets.

• **REPRESENTATION:** portrays actual real life events that are not usually talked about and televised such as domestic abused

• **AUDIENCE:** Middle age, middle class women, & fans of soap operas, radio listeners, rural interests.

• **INSTITUTION:** BBC radio 4, I player and podcasts

• **MEDIA LANGUAGE:** uses and gratifications theory:- escapism from life, entertainment and diversion from daily life, personal identity-compare their lives, social interaction, discuss on twitter and/or Facebook- 35000 retweets #freeHelen
POKEMON GO + WEBSITE
(AUGMENTED REALITY)

• **CONTEXT:** Using the same technology as Google Maps, Pokémon Go relies on players’ GPS to allow them to locate, capture, battle and train virtual creatures called Pokémon in the real world. Pokémon Go had an extended launch, being released in Australia, New Zealand and the United States first on July 6th 2016, and then in other countries.

• **REPRESENTATION:** still some confusion for users as, in the iOS app store, it is stated as being suitable for those aged 9 years and over due to mild fantasy violence, and the lobby group Commonsense Media say it is really only suitable for children aged 13 years and over due to privacy and personal safety concerns. Perhaps the wide variance in this age guidance is a sign of just how ground-breaking Pokémon Go is.

• **AUDIENCE:** wider demographic, fans of the franchise-nostalgic, 18-34 year olds, younger children-fun colours

• **INSTITUTION:** Niantic, Nintendo, iOS and android devises

• **MEDIA LANGUAGE:** social interaction between players, PEGI 3+ age rating-9 years and older, mild fantasy
PAPER 2 – SECTION A
TV CRIME DRAMAS
LUTHER (2010 TV CRIME DRAMA)

• **CONTEXT:** Idris Elba as the title character Luther. Written by Neil Cross, ran in 2010, psychological thriller, serial drama

• **REPRESENTATION:** black, rule breaking inspector that dresses untidily and twists the rules to get to his goal faster. Femme fatale, female villain—from innocently dressed in a blood stained blouse to all black sexual confident outfits and done up hair and dark makeup—villain, female boss Rose Teller against stereotypes

• **AUDIENCE:** fans of soap operas and psychological crime dramas

• **INSTITUTION:** BBC ONE

• **MEDIA LANGUAGE:** anti-hero is Luther due to him bending the rules to get a quicker outcome faster, antagonist is the femme fatale character Alice Morgan as she is clearly the villain in this piece.
THE Sweeney (70’s TV Crime Drama)

- **CONTEXT:** 1970’s focusing on two members the flying squad – metropolitan police. Name comes from the ‘Sweeney todd’ which was cockney slang for flying squad. BUDGET OF £266000 per episode.

- **REPRESENTATION:** the females are stereotypically represented as they are housewives and getting threatened by the antagonists of the piece with irons. The TV program itself is focussed about bank robbery’s and not as psychological thriller as Luther.

- **AUDIENCE:** fans of the action genre and an older age audience.

- **INSTITUTION:** ITV

- **MEDIA LANGUAGE:** George Carter and Jack Regan are the protagonists due to them eventually ‘saving the day’ and in propps theory the ‘hero’.
PAPER 2 – SECTION B
MUSIC INDUSTRY
**DURAN DURAN (‘RIO’ 80’s MUSIC VIDEO)**

- **CONTEXT:** created in 1982. Pop / New Wave genre of music. Yuppies. Decadent. Birth of MTV as they needed music to broadcast and Duran Duran needed promotion to eventually get recognised.

- **REPRESENTATION:** Objectification of women, sexualised-camera focuses on areas of the women body such as the bum and upper thighs – Male Gaze theory: males watch for the pleasure of these images., Flamboyant males – 80s pin-ups.

- **AUDIENCE:** young female teens and a large male audience (male gaze theory)

- **INSTITUTION:** EMI, capital, MTV

- **MEDIA LANGUAGE:** exotic locations- educated people on foreign areas- uses and gratifications theory. Male gaze theory- attracting the male audience by sexualising women. Lingering POV shots of the women, long shots of the band and close ups of the faces.
KATY PERRY (‘ROAR’ MUSIC VIDEO + KATY PERRY’S WEBSITE)

- **CONTEXT:** fourth studio album-prism 2013.10/08/13, pop song and lyrics of self-empowerment

- **REPRESENTATION:** the stereotypical view of women is diminished through her overpowering and self empowerment and embraces jungle life proving that she doesn’t need a man but that she can still also keep her sexuality.

- **AUDIENCE:** young teenage girls aspiring to be like Perry.

- **INSTITUTION:** radio, MTV, music channels.

- **MEDIA LANGUAGE:** full long shots of Katy Perry in the jungle surrounding- male gaze theory/uses and gratifications-learning and gaining an understanding of the jungle. Close up of monkeys and elephants getting groomed- displaying how she is still InTouch with her feminine side.
PHARRELL WILLIAMS (‘FREEDOM’ MUSIC VIDEO + PHARELL WILLIAMS WEBSITE)

• **CONTEXT:** launched on the 30/06/15, nominated for best music video at 58th Grammy awards, indie pop genre, features a multi cultural range to the video. Colourful website shows of more than one side of Pharrell.

• **REPRESENTATION:** presents all living things as having a right to being free and expressing themselves however the wish to such as the bright wigs. It has a positive representation of black history:- Mandela, contrasting to the negative images of slavery. Contains all ethnicities- equal.

• **AUDIENCE:** wide demographic:- multi cultural.

• **INSTITUTION:** apple music, MTV, music programs.

• **MEDIA LANGUAGE:** long shots of the groups of trapped people who are stuck or enslaved perhaps suggesting the scale of this travesty. Bright bold colours in his website reflect his bright bubbly personality.