

West Derby School



GCSE Revision 2016/17

Contents

Page

1	Introduction
2-3	Revision guidelines
4	Long term revision plan
5	Weekly revision planner
6	English revision guide
7	Maths revision guide
8	Science revision guide
9	History revision guide
11	Geography revision guide
12	Modern Foreign Languages revision guide
13	Design Technology revision guide
14	Catering revision guide
15	ICT revision guide
16	Computing revision guide
17	Business Communications revision guide
18	PE revision guide
19	Glossary of Exam Words

Introduction

Proper revision cannot be done in a few nights directly before the exams!
It is something that you should constantly be doing.

As you approach your exams make sure that you:

- Organise your revision notes
- Plan carefully what aspect of what subject that you are going to revise and when
- Work through the essays, notes and past papers that your teachers have given to you
- Access the online resources that are specified in this booklet for each subject
- Keep to your schedule



What you need to revise.

- At least one ring binder for each subject and A4 dividers.
- On each folder write the name of a subject that you need to revise for.
- Insert the revision notes that your teachers have given you.
- You may want to divide each subject into sub-sections so that you can access your notes more easily, for example: English Language, Paper 1, Section A, Reading Non-Fiction.
- As you read through your notes pick out the main points and record these onto revision cards. It will take a long time to do this for all of your subjects, so don't leave it until the last week before the exam!

Where to revise.

Everybody needs to work out where and how they revise best. Don't fool yourself that you can work in front of the television; you can't!

Some people find it useful to work in the same place all of the time, others find it helpful to have a change of scenery. The most important thing is that you are comfortable and that there are no distractions.

For how long?

Remember that your concentration span is limited. Have short break after every hour, but make sure that you start again. Don't allow yourself to get distracted by a television show or surfing on the internet.

Planning your revision time

As you will have a great many subjects to revise for in the run-up to your exams, it is really important that you organise your time efficiently.

The most effective way to do this is to look at your individual exam timetable and record in the Long-Term Planner on the next page when your exams are.

Once you have done this you can work backwards to today's date and work out how long you have left to revise for each exam for each subject.

You should then decide what subjects that you are going to focus on, at what time and on what day. You can do this by filling out a Weekly Revision Planner, (like the one on page 5) for every week in the run-up to your exams.

A well thought-out revision timetable will:

- Give you a target to aim for
- Spread your study throughout the week
- Save time in decision making and allow you to get to work quicker
- Help you establish a revision routine

Long Term Revision Planner

	APRIL	MAY	JUNE	
1				1
2				2
3				3
4				4
5				5
6				6
7				7
8				8
9				9
10				10
11				11
12				12
13				13
14				14
15				15
16				16
17				17
18				18
19				19
20				20
21				21
22				22
23				23
24				24
25				25
26				26
27				27
28				28
29				29
30				30
31				31

Weekly Revision Planner

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8 am							
9 am							
10 am							
11 am							
12 pm							
1 pm							
2 pm							
3 pm							
4 pm							
5 pm							
6 pm							
7 pm							
8 pm							

English

<p>Videos:</p> <p>Full analysis of Literature Texts</p>	<p>https://www.youtube.com/watch?v=T9h_csKEwxg&list=PLqGFsWf-P-cAO64lBHZTFwTz2X0DD_Cxk - Power and Conflict Poetry. (Click link to access all poems)</p> <p>https://www.youtube.com/watch?v=3nXolznTP4M&list=PLqGFsWf-P-cBhNFIdX59nQmTodoDmDQsh - A Christmas Carol</p> <p>https://www.youtube.com/watch?v=Ch-XgnluOf4&list=PLqGFsWf-P-cAlttnXKEvJXCxqT-ZzFqAN 2017 English Language Study</p> <p>https://www.youtube.com/watch?v=Bs2iflbBvHQ - Blood Brothers</p> <p>https://www.youtube.com/watch?v=TSE04T8fcts&list=PLqGFsWf-P-cB7YAoARj6iAFCglAfy9aN2 Romeo and Juliet</p> <p>https://www.youtube.com/watch?v=UNNOq1Tx1Ek&list=PLkgJc_av_3KA18TQzkdekSO9NhBGFsx Macbeth</p>
<p>Moodle:</p>	<p>Click link to Moodle: https://wds-moodle.westderbyschool.co.uk/login/index.php</p> <p>English Language 2017 English Literature 2017</p>
<p>GCSE Bitesize</p>	<p>http://www.bbc.co.uk/education/subjects/zr9d7ty - Various Resources for Exam Revision</p>

Maths

Online:	<p>MathsWatch – A newly updated series of video clips and questions which guide you through all skills in preparation for assessments, mock exams and terminal exams. Each clip has two versions, a full explanation or a shorter revision clip, and lots of practise questions to test your understanding (your teacher can provide you with a login).</p> <p>MyMaths – not just for homework. Revise any topic you need to; work through the lesson then attempt the task. All topics are clearly labelled to show whether they are on the Foundation or Higher syllabus and the website has been updated to include the additional topics for the new GCSE (your teacher can provide you with a login).</p> <p>Just Maths – A huge variety of revision materials and notes with booklets of exam questions and guidance on how to answer questions in order to obtain the most marks in an exam (your teacher can provide you with a login).</p> <p>GCSE Bitesize – a variety of revision resources.</p> <p>Mathscasts videos – Watch on youtube or download as a podcast and watch on the go.</p> <p>Hegarty Maths – sign up for free and get access to written explanations of skills and questions to work through yourself, along with a tracker you can use to keep an eye on your progress.</p> <p>Times Tables Rock Stars – An excellent site to practise those vital times tables (your teacher can provide you with a login).</p>
APPS:	<p><i>Edexcel Past Papers</i> – Bank of past exam papers and mark schemes.</p> <p><i>GCSE Maths: Super Edition</i> – Revise a chosen strand of maths. Test yourself when you're ready.</p> <p><i>Puffin Academy</i> – Allows MyMaths tasks to be completed on iPad.</p> <p><i>KSMath</i> – Practise skills and test yourself.</p> <p><i>Mathemagics</i> and <i>Mathemagics Algebra</i> – revise and practise techniques then challenge yourself.</p>
Videos:	Online videos available using the links listed above.

Science

<p>Revision Guides: available from Mr Hall CORE SCIENCE (RED) ADDITIONAL SCIENCE (BLUE) EXTENSION SCIENCE (BROWN) Extended writing booklets will be available from September to improve 6 mark answers.</p>	<p>How to use your revision guide:</p> <ol style="list-style-type: none"> 1. Answer past paper questions using information in the revision guide. 2. Look/Cover/Write/Check for key definitions and explanations. 3. Answer the summary questions at the end of each unit. 4. Create flashcards to remember key facts. 5. Create flow charts to describe processes in detail.
<p>Videos: Watch videos to summarise key concepts and have a go at writing down the key facts from each one after viewing. Then view again and write down any bits you missed out.</p> <p>Don't forget to revise the bits you think are EASY as well as the HARDER concepts!</p>	<p>http://www.youtube.com/user/DrHershkowitz/playlists = CORE Science Revision.</p> <p>http://www.youtube.com/user/GCSEChemistryTeacher = CHEMISTRY ONLY (CORE, ADDITIONAL & EXTENSION).</p> <p>http://www.youtube.com/user/SciencePalmer = PHYSICS CORE</p> <p>http://www.youtube.com/channel/UCYi_3GWBJQLMrQoPpd9AA6g = PHYSICS ONLY (CORE, ADDITIONAL & EXTENSION).</p> <p>Videos arranged by key topics can be found at http://www.bbc.co.uk/schools/gcsebitesize/science/videos/</p>
<p>Moodle: Moodle contains sections for all three science GCSEs; CORE SCIENCE, ADDITIONAL SCIENCE and SEPARATE SCIENCE. Boys in set 1, 2 and 3 for science all sit CORE and ADDITIONAL Science (set 3, foundation only). Boys in DW classes for science will sit CORE only (Foundation). Separate sciences will sit, PHYSICS, CHEMISTRY and BIOLOGY.</p>	<ul style="list-style-type: none"> • Specifications for all units (A list of things you need to know) • Past Exam Papers for all Units (Test what you need to know) • Links to Kerboodle for online Homework tasks and a guide to how to log on. • Revision questions to be answered using the revision guide. These can be printed off and handed to your teacher for marking.
<p>GCSE Bitesize When using BBC bitesize make sure you are on the section for our exam board: "OCR Gateway Science".</p>	<p>http://www.bbc.co.uk/schools/gcsebitesize/science/ocr_gateway/ = CORE</p> <p>http://www.bbc.co.uk/schools/gcsebitesize/science/add_ocr_gateway/ = ADDITIONAL</p> <p>http://www.bbc.co.uk/schools/gcsebitesize/science/triple_ocr_gateway/ = SEPARATE SCIENCES</p>

History: AQA Specification

<p>Audio files: Mr Allsop History Podcasts (accessed via YouTube) http://www.youtube.com/user/mrallsop</p>	<p>Follow this link to access various podcasts on International Relations (Unit 1)</p>
<p>Videos: http://www.bbc.co.uk/learningzone/clips/topics/secondary.shtml#history</p> <p>Mr Allsop History Videos (accessed via YouTube) http://www.youtube.com/user/mrallsop/videos</p>	<p>Follow this link and access various clips for:</p> <ul style="list-style-type: none"> • International Relations, 1918-39 • USA in the 1920s <p>Follow this link and access various clips for:</p> <ul style="list-style-type: none"> • Abyssinia Crisis, 1935-36 • Why did Britain and France appease Hitler
<p>Websites www.johndclare.net</p> <p>tutor2u.net - Interactive GCSE History revision quizzes http://www.tutor2u.net/blog/index.php/history/comments/gcse-history-revision-quizzes</p> <p>http://www.bbc.co.uk/schools/qcsebitesize/history/</p> <p>http://www.ocr.org.uk/qualifications/gcse-history-b-modern-world-j417-j117-from-2012/</p> <p>Mr Allsop History.com http://www.mrallsophistory.com/revision/</p> <p>GCSE History Revision http://www.schoolhistory.co.uk/revision/</p>	<p>Modern World History topics - Treaty of Versailles, League of Nations, Causes of WW2, and the USA in the 1920s.</p> <p>Follow this link and find interactive GCSE History revision quizzes for:</p> <ul style="list-style-type: none"> • Causes of WW2 • League of Nations • The Peace Treaties • USA in the 1920s <p>Various resources in the Modern World History section and useful video summaries.</p> <p>Past paper and exam materials.</p> <p>Various resources for exam revision.</p> <p>Online revision lessons, quizzes and flash revision cards.</p>

Geography

Geography GCSE	Edexcel Specification A
<p>Audio files:</p> <p>http://www.gcsepod.co.uk/school-login/westderbyschool2011/</p>	<p>Follow this link to sign in and access the audio clips for:</p> <ul style="list-style-type: none"> • Economic Systems • Energy • Hazards and Tectonics • Industry • Population, Resources and Tourism • Rivers, Coasts and Landforms • Settlements and Urban Development
<p>Videos:</p> <p>http://www.bbc.co.uk/learningzone/clips/topics/secondary.shtml#geography</p>	<p>Follow this link to sign in and access the video clips for:</p> <ul style="list-style-type: none"> • Climate Change • Coastal Environment: Conflict and Management • Coastal Environment: Processes and Landforms • Energy • Geographical Skills • Natural Hazards: Tectonic Activity • People and the Environment: Resources • People and the Environment: Waste and Pollution • Population: Factors Affecting Population • Population: Migration • Rivers • Rural: Industry • Rural: Land use • Rural: Settlements • Tourism • Urban: Industry • Urban: Settlements
<p>Useful Websites:</p>	<p>www.edexcel.co.uk :</p> <ol style="list-style-type: none"> 1. Edexcel past papers APP for phones and tablets- http://www.edexcel.com/i-am-a/student/Pages/Past_papers_app.aspx 2. Past Papers and Mark Schemes - http://www.edexcel.com/i-am-a/student/Pages/Pastpapers.aspx 3. Twitter - follow for up-to-date support on all geography units @WDS_GEOG
<p>Useful contact:</p>	<p>p.leybourne@westderby.liverpool.sch.uk</p>

Modern Foreign Languages

<p>Audio files:</p> <p>www.kerboodle.com</p> <p>www.aqa.org.uk</p>	<p>The Kerboodle website runs alongside the GCSE Spanish course (each pupil has their own Username and Password). Once logged in pupils can select the topics they would like to revise and listen to conversations, watch video clips and then complete the relevant tasks. There are also online interactive grammar exercises and practice GCSE assessments under each Context/Topic.</p> <p>Vocabulary practice including Audio is also on the Kerboodle site.</p> <p>Support and past papers are on the AQA website.</p>
<p>Videos:</p> <p>www.kerboodle.com</p>	<p>As above.</p>
<p>Revision Guides:</p> <p>Revise AQA GCSE Spanish - Revision Guide (produced by Pearson)</p> <p>Revise AQA GCSE Spanish - Revision workbook (produced by Pearson)</p>	<p>Revision guides provide key vocab, plus practice activities within each GCSE topic - these are extremely useful and clear, and make revision easier.</p>
<p>Useful websites:</p> <p>www.kerboodle.com</p> <p>www.bbc.co.uk/bitesize/gcse/french</p> <p>www.bbc.co.uk/bitesize/gcse/spanish</p> <p>www.aqa.org.uk</p> <p>www.languagesonline.org.uk</p> <p>www.wordreference.com</p>	<p>BBC Bitesize - Choose the Foundation or Higher course and complete the revision Listening tasks, also showing you afterwards how well you have done and then move on to the actual test yourself task.</p> <p>AQA website - Search French/Spanish GCSE Past Papers (highly recommended).</p> <p>Languagesonline - pupils can revise chosen topics by listening and watching short clips, and then play interactive tasks to accompany each GCSE topic.</p>

Design Technology

Websites:

There are many websites that say they can help you revise but most of them are poor. The best website is [Technologystudent.com](http://www.technologystudent.com) - Most of your revision lessons are based on the material on this website. It is an excellent resource to help you revise and contains preparation for this year's theme of computer gaming storage.

<http://www.technologystudent.com/joints/joindex.htm>

<http://www.bbc.co.uk/schools/gcsebitesize/design/resistantmaterials>

This site also has useful revision resources which will help you to revise thoroughly for the exam

Past Exam Papers:

Below is a link to a past exam paper and mark scheme. It is useful to look at for a reminder of how the exam paper will be structured:

[AQA-45601-W-MS-JUN10.PDF](#) - Mark Scheme

[AQA-45601-W-QP-JUN10.PDF](#) - Question Paper

Catering

Revision guide:	WJEC Catering Study and Revision guides are available from school.
Videos:	http://www.bbc.co.uk/learning/subjects/food_and_catering.shtml
Website:	http://www.wjec.co.uk/index.php?subject=38&level=7&list=paper - Past papers http://www.s-cool.co.uk/gcse/food-technology
GCSE Bitesize	http://www.bbc.co.uk/schools/gcsebitesize/design/foodtech/

WJEC ICT/ECDL

<p>Audio files: http://www.gcsepod.co.uk/school-login/westderbyschool2011/</p>	<p>MP3 Podcasts on</p> <ul style="list-style-type: none"> Hardware Data Manipulation Modern Living Safety and security Software and Systems
<p>Videos: See Moodle</p>	
<p>Moodle: https://wdmoodle2.learninginliverpool.net/course/category.php?id=445</p> <p><i>All GCSE theory Revision - PowerPoint's, video help, Links to useful websites and notes pages are accessible through Moodle</i></p>	<p>Moodle - ICT - GCSE ICT - WJEC UNIT 1 and 3 (THEORY) It is then split into each section with a link to drop box with all resources inside</p> <p>Exam Support (This is filled with past papers for revision, Plans of what theory will be taught each week in case pupils are absent so they know which sections to revise and also a template PowerPoint that includes a slide linked to the specification so they can make notes on each section and then they can see themselves where they have missed theory lessons and what needs more attention when revising)</p>
<p>GCSE Bitesize <i>Extra revision can be done using BBC Bite size</i></p> <p><i>There is also this resource bought in by ICT dept that boys can access - It is an online guide with quizzes and revision sections</i></p>	<p>http://www.bbc.co.uk/schools/gcsebitesize/ict/</p> <p>www.ict.westderbyschool.co.uk</p>
<p>ECDL - Teach ICT Resources http://www.teach-ict.com/ecdl_home.html</p>	

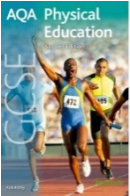
Computing

<p><u>Written Theory Exam:</u></p> <p>https://wds-moodle.westderbyschool.co.uk/course/view.php?id=1112</p> <p>or</p> <p>http://tinyurl.com/wdscomputingrevision</p> <p>and</p> <p>R:\Resources\ICT\Moodle2\GCSE Computing - WJEC</p>	<p><u>Contains:</u></p> <p>School Moodle contains Word Documents Course textbook</p> <p>And all theory Notes.</p> <p>School resources drive contains more material and also all past papers and mark schemes for all Units.</p>
<p><u>HTML Code (On-Screen Exam)</u></p> <p>School R Drive (above) contains a list of all skills required.</p>	<p>Pupils can practice HTML in an on-line environment at:</p> <p>http://www.w3schools.com/html</p>
<p><u>Greenfoot (On-Screen Exam)</u></p> <p>School R Drive (above) contains a list of all skills required.</p> <p>Also The 'worlds' to use and instructions / guides.</p>	<p>Pupils can also visit the following youtube tutorials:</p> <ul style="list-style-type: none">• Leigh Quince (covers almost all WJEC skills)• Daniel Sydes (rushed, but covers all WJEC skills)• Mr Gauvain (covers WJEC skills and beyond - links hard to follow)• Michael Kölling (Slow but clear explanation of many skills)• Jim Stewart (Lots of simpler tutorials)• Kevin Rowan (Lots of advanced tutorials)

Cambridge Nationals in Business and Enterprise (OCR)

Audio files:	
Videos: http://www.businessstudiesonline.co.uk/live/index.php?option=com_content&view=article&id=108&Itemid=99	Videos: Lots of different revision videos available at www.businessstudiesonline.co.uk as well as on YouTube BBC Bitesize http://www.bbc.co.uk/schools/gcsebitesize/business/video/
Moodle: https://wdmoodle2.learninginliverpool.net/course/view.php?id=1049	Unit RO61 Theory- Past Papers- Use the past papers and mark schemes to get a better understanding of the questions HotPotato Quizzes- Attempt all of the HotPotato Quizzes to test your knowledge and get instant feedback
GCSE Bitesize	http://www.bbc.co.uk/schools/gcsebitesize/business/ -Various resources for exam revision and sample tests

GCSE Physical Education

<p>AQA GCSE PE Past papers and mark schemes.</p>	<p>Complete the exam then use the mark scheme to check your answers. http://www.aqa.org.uk/subjects/physical-education/gcse/physical-education-4890/past-papers-and-mark-schemes</p>
<p>Online: GCSE PE websites.</p>	<p>Very good GCSE PE websites to help your revision. http://www.bbc.co.uk/education/subjects/znyb4wx http://www.brianmac.co.uk/index.htm http://www.pe4u.co.uk/ http://www.Teachpe.com http://revisionworld.com/gcse-revision/pe-physical-education http://www.s-cool.co.uk/gcse/pe</p>
<p>AQA GCSE PE Text Book: Resource drive in school (Save onto USB memory stick) Leading up to your exam you must apply yourself to a minimum of 20 minutes of revision a day (if you want to achieve your target grade). Read through the list of topics and cover all topics using your GCSE PE Booklets and revision materials.</p> <div style="display: flex; align-items: flex-start;">  <div> <p><u>Text book hard copy title</u> AQA GCSE Physical Education (2nd Revised edition) By: Kirk Bizley ISBN13: 9781408522301</p> </div> </div>	<p>Theory topics Roles of participation School influences Individual differences Opportunities and pathways Health, fitness and Nutrition The media and sponsorship Body systems and adaptation to exercise Health, safety and injury Fitness training and programs Leisure, recreation and social factors</p>
<p>Videos: AQA GCSE PE revision movies.</p>	<p>Click below to watch GCSE PE – AQA Videos and Playlist from MyPEExam.org https://www.youtube.com/playlist?list=PLY4BdBEBvnHMyY2iA-jXm8Fb1Fv5VtDOa Click below to watch GCSE PE – AQA Videos and Playlist from @APE_PE https://www.youtube.com/embed/videoseries?list=PLFZ5Z-RJ1mJdT8VMMzFGhLY-Z3_iZp39y</p>

Creative Digital Media Production: Exam Key Terms

Digital Media Device

The technology used to play digital media. For example: Phone, tablet, PC, Mac, Games Console, Smart TV

Digital Media Platform

How you view the digital media. For example: App, Cinema, TV Broadcast, Download, DVD, Blu Ray, Website

Digital Media Sectors & Products

Audio: Music, Podcast Moving Image: Film, Documentary Gaming: Console, Tablet, Phone games Digital Publishing: Magazine, Books Internet/Web: Websites, Apps

What is synergy?

When a product requires different sectors to work together.

For example: Film will use all sectors to produce: Audio: soundtrack Moving Image: interviews Gaming: Game of the film Digital Publishing: Book of the film Internet/Web: Websites & Games

What is the advantage of cross media synergy?

- It can raise global awareness of the product raising revenue.
- Enables companies to utilise each others skills to build a varied range of media platforms
- Increases brand awareness

1. Give an example of a digital publishing product?

2. Give one example of a digital media product?

3. Suggest a way in which the publishing industry might work with the film industry?

What are the stages of the production process when creating a digital Media Production? What does each stage comprise of:

- 1. Preproduction: Idea development**
- 2. Production: Creating the parts for the product**
- 3. Post Production: Putting all the parts together using software**
- 4. Distribution: Getting the product to the target audience**
- 5. Exhibition: Viewing the finished product**

Which process do the following belong to?

- **Script Read Through**
- **Taking photographs for a magazine article**
- **Mixing Sound**
- **Shooting Footage**

Give an example of a pre production task when:

- 1. Creating a film - 2. Creating a website - 3. Creating a podcast - 4. Creating a game -**

Which one of the following could be considered a device?

- 1. Games console 2. TV Broadcast 3. DVD 4. Digital Download**

You have been asked to create a new advert promoting a new cross platform video game.

Which 3 digital sectors could work together on this and why? 1. Moving Image 2. Audio 3. Gaming

Elements from all 3 sectors needed to produce the advert

Name one platform that could be used to distribute the advert? Youtube or TV broadcast

Cinema and DVD are 2 platforms used to distribute a film . Name 2 more. 1. Streaming

2. Download T echnological convergence:

One or more technologies combined into a single device.

Examples of technological convergence: iPhone: phone, camera, video camera, internet, torch, voice recorder etc

A dvantages of technological convergence :

1. Increased speed of productivity

2. Anyone can now film or record, take photos

3. User friendly

4. Cost effective

There are 5 descriptive terms connected to Technological Convergence:

1. Access: 2. Convenience 3. Portability 4. Connectivity 5. Immediacy

Disadvantage is the cost of some of this technology. We have become too reliant on technology and sometimes addicted to this technology.

Interactivity: The relationship between the product and the user.

- **typing in a web link**
- **Red button on a TV**
- **Using a forum or a message board**

- Texting / Emailing/ Tweeting competitions
- Using # twitter to comment on a tv show
- Xbox live Advantages of Interactivity
- Gives the user control over the multimedia
- The ability to create user generated content
- Enables the audience to engage with the product (active audience)
- Much easier to keep in contact with people Disadvantages of Interactivity
- Social media - more online contact than face to face contact. Social skills suffer
- Advertising entices users to buy more Personalisation: Putting your own stamp on a digital media product.
- Avatars and Usernames
- Login / signin
- Setting up smart phone
- Changing look of web site
- Adverts on social media sites
- Creating music playlists Advantages of Personalisation
- Control over what you want to watch or create
- Makes the user feel valued Disadvantages of Personalisation
- Hidden costs. Buying Apps, subscriptions etc

User Generated Content: When a user creates and uploads their own multimedia. Could be music, video or podcast. Youtube, Vimeo and Soundcloud.

Advantages for media producers:

- **more footage readily available online for newsrooms**
- **more cost effective - don't have to pay for footage or news reporters due to blogs**
- **consumer acts as researcher by uploading media they are interested in. Media outlets can view this and structure plans accordingly. We tend to consume multimedia either individually or as a group . Why would you enjoy solo consumption? Privacy, convenience and control. Why would you enjoy group consumption? Social Interaction, Competition and sharing. A forum can be classed as both individual and group. You could also mention social networking, live broadcasts and DVD viewing. The Primary Audience is also known as the Target Audience, who the media product is aimed at. For example the target audience for the CBeebies tv channel would be boys and girls under 6.**

The Secondary Audience is the audience outside of the target audience. However they are an important thing to consider as it can affect things like viewing figures and box office receipts. A basic example of a secondary audience would be for a horror film aimed at teens. Horror generally appeals to men, so the primary audience would be male teens and the secondary audience would be girl teens who go with their boyfriends and older male horror fans.

Or Adults who take their children to see a children's film. For example: Shaun the Sheep the Movie.

Active Media/Audience : Multimedia products you interact with.

- **Online games / playing games**
 - **TV show internet voting / phone votes**
 - **Online interactive video**
- Passive Media/Audience : A product you simply consume with no interaction. You merely observe and don't question.**
- **film**
 - **magazine**
 - **book**

- **advert**
 - **newspaper** Uses and gratifications model: The theory suggests that audiences are active and consume media to meet their basic needs such as:
 - **entertainment**
 - **escapism**
 - **personal relationships**
 - **personal identification**
 - **education**
 - **surveillance**
 - **social interaction** Advantages:
 - **views the audience as active and engaged**
 - **supports the notion that the audience are in control of the media that they watch and can interpret, react to it in any way they see fit.**
 - **Hypodermic Needle Model:** media messages can be injected into the audience and influence people in a particular way. The model suggests that the audience are passive. Disadvantages :
 - **Makes too many assumptions without any evidence**
 - **audience are all passive**
 - **audience will all copy what they see on tv / media**
 - **audiences will all respond to media messages in the same way**
- Regulatory Bodies** ASA: Advertising standards agency (Checking Ads are suitable for tv / cinema) BBFC : British board of control for Film Classification (Film Ratings) Ofcom : Independent regulator and competition authority for the UK communications industries. PCC : Press complaints commission. (Regulating newspapers) PEGI : Pan European Game Information (Checking games are suitable, game age classification) Advantage : Protects consumers from anything which could be deemed

unsuitable for the type of audience. Would include things like violence, racism, religion, bad language and anything else which might cause offence / shock to the audience.

Understanding Audiences Through Research

Audiences Statistics : who is in the media audience for that particular product **Quantitative Research** : measures numerical data such as percentages and statistics **Primary Research** : research carried out by you. Can include: questionnaires, telephone interviews, online interviews, focus groups, surveys, box bops. **Qualitative Research** : measures individual opinions which are word based **Secondary Research** : gathering research that has already been published through interviews. Will be found in libraries and on the internet. Used to back up primary research.

Advantages of primary research:

- tailored to the researcher's specific needs
- research is up to date and accurate **Difference between Qualitative & Quantitative**: qualitative measures individual opinions (word based) whereas quantitative is number based **One example of secondary** : archive research, internet research and library research **Example of Subjective question**: do you think that e-newspapers are a good idea. Answer would be your opinion **Example of Objective question**: A question that requires a specific answer. Example would be true or false or multiple choice **Audience Profiling** **Demographics**: the type of people consuming a particular media product. Can be broken down into categories such as age, gender, religion, age, nationality, occupation, social grade, interests, media consumption habits, likes and dislikes. **One way in which demographics are used by media producers**: to identify trends or patterns in consumer behaviour and audience consumption or to help market a particular product by breaking down its audience according to age, gender, religion etc **Audience statistical Data** are the figures used to show how many people are consuming a particular media product. They can include:
 - circulation - magazine
 - box office - film
 - website hits
 - tv ratings
- sales figures - audio **An audience profile**: a description of the characteristics that make up the target audience **Will use demographics** such as: age, gender, occupation, race, job, income, religion and where you live. **The purpose of audience profiling**: helps media producers make better media products suited to the market **Psychographics**: Analysis of consumer lifestyles to create a detailed customer profile. Looks at personality, attitudes, lifestyles and values. The idea here is that the media products consumed by individuals will reflect that person's characteristics,

personality, aspirations and dreams. Demographics & Psychographics will both be used by media producers to help them develop new media products.

Codes as Signs

Connotation: What a phrase or word implies. For example a snake has negative connotations of evil and slyness **Denotation:** The literal meaning. For example a snake is a reptile

Preferred Reading: This is when audiences respond to the product the way media producers want/expect them to **Negotiated Reading:** This is when a member of the audience partly agrees with part of the product .e.g Film, documentary, TV programme.

Oppositional Reading: This is when the audience are in complete disagreement with the product's message or setting **Aberrant Reading:** the interpretation of a text in a manner different from the way its author intended it to be decoded

Ideology: A system of beliefs, ideas and values that are common to a specific group of people **Advantage of oppositional reading:** implies the audience is active and rejects the idea that everyone

will react the same way

Signifiers: every media text has messages (signifiers) which communicate meaning. For example:

- sunshine - happiness
- a dark room - evil
- a young couple holding hands - romance
- broken glass - something is broken, perhaps a relationship Colours can also be signifiers:
- black - evil
- red - danger
- blue - coldness
- pink - love / romance

- yellow - happiness

When producing a film or tv program, camera movements, shot types and compositional information can also be used as signifiers.

Shot types & Camera Movements

- extreme wide shot - framing a landscape or cityscape
- wide shot - framing the whole of a person
- mid shot - framing the upper half of a person for conversation
- close up - framing a persons head and shoulders to focus on emotion
- extreme close up - frame a feature such as an eye or a hand usually because it has some importance
- POV - framed to show what the character is seeing
- Over the shoulder - used in conversation. Framed from behind the shoulder of one of the characters
- high angle - a shot used to look down on a character
- low angle - a shot used to look up on a character
- panning - side to side camera movement
- tilting - vertical camera movement
- tracking - on a track, camera tracks the character as they move. Very smooth
- slow motion - slowing the speed of footage down for a particular purpose
- zoom in - camera lense appears to move closer to the character
- zoom out - camera lense appears to move away from the character

- hand held - jerky camera movement for more realistic movement
- crane - used to move the camera high above the action Picture / Image / Footage Descriptors
- contrast - how much difference there is between black and white in the image
- brightness - how light the image is
- black and white - shades of grey with no colour
- filters - used to produce colour variations
- saturation - intensifying a particular colour/s
- desaturation - reducing a particular colour/s
- shades - different shades of colours
- tones - light or dark, soft or hard Compositional terms
- focus - camera focuses on a particular subject / object leaving the rest of the shot out of focus
- rule of thirds - used to compose a shot in photography or film making. Frame is broken down into a grid 3x3 and objects and subjects are framed using the lines as guides. The idea is that it makes the shot more interesting Stylistic Codes Mis-en-scene: anything you can see in the shot. Setting, backdrops, costumes, props, body language, facial expressions, hair & makeup Lighting: how a shot is lit. High Key lighting is bright lights which usually indicates a comedy or a romance film. Low Key lighting creates shadows which are used in horror films or thrillers. Other types of lighting include fill lighting and side lighting. Editing: how a film is put together. Shots are put together using a series of cuts . Fast cutting would be used in action films and slow cutting would be used in romance films. Other edits include adding special effects , slowing or speeding up the action and using transitions to move from one scene to the next. Sometimes a montage of clips will be edited together alongside some music to portray an event in a short period of time. An example would be the Rocky training scene. Sound: Diegetic sound is the sound which occurs naturally when filming. Non Diegetic sound is the sound that is added in the edit. Other terms include soundtrack, sound levels, dialogue, sound effects, fades (in and out) How can stylistic codes be used? To create: mood, style, excitement & genre To signify or indicate : status, themes, power To direct or alert the viewer: to a detail, communicate a message To reflect, enhance or flatter the subject: mimic or reinforce action, manipulate time, move story forward Genre & Representation Genre describes a type of platform that has a set of typical conventions . Genre is typically associated with film but can also be linked to other media platforms such as sound , publishing and gaming . Conventions are the

elements you would expect to see in a particular media platform. For example in a horror film you would expect certain story elements such as scares, bloodshed, heroes and monsters. A magazine would contain elements such as front cover, articles, photos, graphics and multimedia. Codes are a system of signs which help to create meaning. Technical codes are the way in which technology is used to tell the story, for example camera work used in a film. Symbolic codes show what is beneath the surface of what we see. For example a character's action shows how they are feeling.

Iconography: objects you expect to see in a media platform. For example you would expect to see a cowboy hat, boots and rifle in a western.

Examples of Genre: Moving Image: Sci fi, Horror, Romance, Drama, Documentary Audio : Podcast, phone ins, music formats, talk shows

Publishing : Newspaper, sport, gender, music, hobbies **Gaming:** platform, first person, sports **Representation:** how people and places are portrayed in media texts. Representation can in turn create stereotypes

Stereotypes: typical traits associated with a particular social group or media that become ingrained and are continuously repeated and used with the media. Does not allow for differences within individuals. For examples: Youths who wear hooded tops are all thugs. Blonde girls are all stupid bimbos.

Narrative

Story is the unpicking of an event or a series of events to identify the most significant elements. The elements are organised in chronological order, building to the climax of the story, usually the reason why the story is told in the first place. **Plot** is the ordering or positioning of the elements (or narrative), the mixing up in order to create dramatic tension, to promote a viewpoint.

Narrative is the way the story is told from opening to ending and through all the many choices in between. There are 2 types of narrative structure:

- **Linear :** story has a start, middle and ending and event occurs in this order
- **Non Linear :** when story jumps has no defined beginning or ending
- **Open Ended:** no conclusion, usually used in tv series
- **Closed:** the story ends in satisfactory styles, usually a film
- **multi strand:** several narratives running at the same time. TV series such as Game of thrones **Mode of Address:** It simply means how the text speaks to the audience, and involves them.

Music (Edexcel)

Videos:

AoS 1

And the Glory of the Lord by Handel:

<https://www.youtube.com/watch?v=ekNi9MAsNu0&list=PL1CC6ED6DAF1C6319>

<https://www.youtube.com/watch?v=GUBLI6cd5kg&index=2&list=PL1CC6ED6DAF1C6319>

Symphony No.40 by Mozart:

<https://www.youtube.com/watch?v=AFflnHg3gMg>

Prelude No.15 by Chopin:

<https://www.youtube.com/watch?v=YSElklfL5LGw>

AoS 2

Peripetie by Arnold Schoenberg:

<https://www.youtube.com/watch?v=fSW5JoXjzys&list=PLCO6uy315UZmEaA-gezY5c0xzohlox7rf> (watch all videos in the play list)

Something's Coming by Leonard Bernstein:

<https://www.youtube.com/watch?v=1Hq0XoeVgps>

Electric Counterpoint by Steve Reich:

<https://www.youtube.com/watch?v=POHTd451ke4&list=PLCO6uy315UZkHq-rraCv7r9gONgGLJuvX&index=1> (watch all videos in play list)

AoS 3:

All Blues by Miles Davis:

<https://www.youtube.com/watch?v=bDhEiyjaJZO>

Grace by Jeff Buckley:

<https://www.youtube.com/watch?v=6whNyt1PiLw>

Why Does My Heart Feel So Bad by Moby:

<https://www.youtube.com/watch?v=IHG4sIHqQWE>

AoS 4:

Skye Waulking Song by Capercaillie:

Websites:

AoS 1

And the Glory of the Lord by Handel:

http://www.bbc.co.uk/schools/gcsebitesize/music/western_tradition/music_voices5.shtml

Symphony No.40 by Mozart:

http://www.bbc.co.uk/schools/gcsebitesize/music/western_tradition/mozart_symphony1.shtml

Prelude No.15 by Chopin:

http://www.bbc.co.uk/schools/gcsebitesize/music/western_tradition/chopin1.shtml

AoS 2

Peripetie by Arnold Schoenberg:

http://www.bbc.co.uk/schools/gcsebitesize/music/music_20th_century/schoenberg2.shtml

Something's Coming by Leonard Bernstein:

http://www.bbc.co.uk/schools/gcsebitesize/music/music_20th_century/music_theatre2.shtml

Electric Counterpoint by Steve Reich:

http://www.bbc.co.uk/schools/gcsebitesize/music/music_20th_century/reich2.shtml

AoS 3:

All Blues by Miles Davis:

http://www.bbc.co.uk/schools/gcsebitesize/music/popular_music/jazz5.shtml

Grace by Jeff Buckley:

http://www.bbc.co.uk/schools/gcsebitesize/music/popular_music/rock1.shtml

Why Does My Heart Feel So Bad by Moby:

http://www.bbc.co.uk/schools/gcsebitesize/music/popular_music/moby1.shtml

AoS 4:

Skye Waulking Song by Capercaillie:

http://www.bbc.co.uk/schools/gcsebitesize/music/world_music/capercaillie2.shtml

Yiri by Koko:

http://www.bbc.co.uk/schools/gcsebitesize/music/world_music/music_africa1.shtml

Rag Dsh:

http://www.bbc.co.uk/schools/gcsebitesize/music/world_music/music_india2.shtml

https://www.youtube.com/watch?v=uZ8HF3_Wpas

Yiri by Koko:

https://www.youtube.com/watch?v=7qqs7b_Gugk

Rag Dosh:

<https://www.youtube.com/watch?v=Qt5kytrspvk>

To listen to the Set Works:

<https://www.youtube.com/user/GCSEMusicEdexcel>

Glossary of exam words

Word	Meaning
Compare	Are the things alike or are there important differences? Which do you think is best? Why?
Contrast	Look for differences
Criticise	Use the evidence to support your opinion on the value of merit of ideas, facts or views of others
Define	Give the meaning
Describe	Write in detail
Differentiate	Explain the difference
Discuss	Write about important aspects of the topic, are there two sides to the question? Consider the arguments for and against
Distinguish	Explain the difference
Evaluate	Judge the importance of success/failure
Evaluate (Maths)	Find the numerical answer to a problem
Explain	Make clear
Illustrate	Give examples which make the point clear
Interpret	Explain the meaning in your own words, for example you may have to interpret a graph
Justify	Give reasons to support and argument of action
Outline	Choose the most important aspects of a topic. Ignore the minor details
Relate	Show the connection between things
State	Write briefly the main point
Summarise	Bring together the main points

