

How to answer paper 1, section A, media question

Response to media texts

Paper 1, section A

- Unseen media text
- Essay
- How well you've understood
- How well you've read between the lines
- How well you understand how the texts have been crafted (using news media techniques)

Media

This part of the exam tests how well you read and understand MEDIA texts. This means newspaper and magazine articles and pictures or cartoons.

Inform
Entertain
Persuade
Get across an opinion
Report on events
Encourage involvement
To sell and make money
Keep reader's coming back

What are media texts for?

News media techniques

Journalists have different ways of reporting events and writing about real life issues. Some articles are bias whereas some are neutral or objective.

Using expert opinion and different sources
Facts
Opinions that look like facts
Tone
Headlines
Persuasive techniques
Presentation techniques
Pictures
Order of paragraphs

What techniques are used in media texts?

What to include

- the use of fact and opinion
- the persuasive techniques used to convince the reader
- the images and pictures used
- the headlines
- the language used
- the order it's written in
- the way it's presented and laid out
- the tone of the writing

Fact and opinion

- What is fact
- What is opinion
- Whose opinion is it?
- Why have they used this opinion?
- Is it easy to tell fact from opinion?
- Do some opinions sound like fact?
- Whose opinion is most forcefully stated?

Persuasive techniques

- Rule of three
- Emotive language
- Rhetorical question
- Statistics
- Playing on reader's guilt
- Playing on reader's sympathy
- How effective are these techniques to convince you of the argument or the viewpoint of the article? To what extent do you agree and why?

Images and pictures

- What is in it?
- What isn't in it?
- Colour?
- Size?
- What's the focal point of the image? What is your eye drawn to first?
- What's the connection between the image and the writing?
- Why have they chosen to use THIS image?

Headlines

- What does it make you think before reading the article?
- Whose point of view is it from?
- What are the key words?
- Pun
- Metaphor
- Opinion
- Human interest?

Language

- Pick out individual words and phrases
- Formal or informal; who is it appealing to?
- Emotive verbs
- Strong adjectives and adverbs
- 1st, 2nd or 3rd person
- Metaphor, simile, personification (imagery)
- Alliteration, assonance, onomatopoeia (sounds)

Order

- What comes first? Why? What is the impact on the reader of this being first?
- How is fact and opinion organised? Are they in the same paragraphs or are facts and statistics in one and personal experiences and opinions in another?
- What comes last?
- Long or short paragraphs
- Connections?

Lay out and presentation

- How does it look on the page?
- What's your eye drawn to?
- Headline and sub-headings
- Bold, underline, bullet points, font size

Headline

- What does it make you think before reading the article?
- Whose point of view is it from?
- What are the key words?
- Pun
- Metaphor
- Opinion
- Human interest?

Tone

What is the overall feel of the piece?

- Funny?
- Serious?
- Ironic?
- Sad?
- Happy?
- Critical?
- Supportive?
- Angry?

Tone is the way the piece sounds, the way it makes you feel. You can get a feel for what the writer really believes because of the tone of the piece.

FOOTPILL

Fact

Opinion

Order

Tone

Persuasive technique

Images

Language

Lay out

Don't complicate things...

If...	Then...
What XX have been used...	Give example and show how it evidences the question
List ...	Write a list – no explanations needed
Summarise...	Briefly sum up – no detail required
Describe in your own words...	Briefly describe – don't quote
Explain...	PEE
Comment and contrast...	PEE
Analyse...	(P)EEE with specific technical focus on language and technique
Explore how...	(P)EEE with specific technical focus on language and technique