

MED3 Promoting media: The Lego Movie



Personal learning checklist | 1 of 2

OCR GCSE Media Studies J200 | Components 1 · Specification 2c Section B

Name _____ Class _____ Date _____

Tick one box for each statement. Red: need help. Amber: partly confident.
Green: can do independently.

Use actual teacher-selected issues, radio episode and news samples. Follow the certification-year live magazine brief. Quick checks do not certify extended analysis or original production.

I can	Red	Amber	Green
Industry and the franchise			
Distinguish the specification scope of film, advertising and game products.	☐	☐	☐
Explain brand ownership, production, distribution and licensing relationships.	☐	☐	☐
Explain conglomerate resources and the potential benefits and risks of franchises.	☐	☐	☐
Explain synergy and cross-promotion across the linked products.	☐	☐	☐
Distinguish revenue from profit and describe funding or income sources.	☐	☐	☐
Promotional language and representation			
Analyse hierarchy and character positioning in identified campaign posters.	☐	☐	☐
Explain logo, title, written codes and anchorage in promotional imagery.	☐	☐	☐
Evaluate character agency and gender representation in the campaign.	☐	☐	☐
Explain the UK television advertising-break campaign's intertextual appeal.	☐	☐	☐
Analyse selection, editing and sound in the specified moving-image promotion.	☐	☐	☐

My next revision priority _____

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Game and audiences			
Distinguish game development, publishing and version-specific classification.	☐	☐	☐
Analyse an actual game mechanic, objective and feedback system.	☐	☐	☐
Explain interactive adaptation and its constraints on player choices.	☐	☐	☐
Explain segmented audience appeals and uses and gratifications.	☐	☐	☐
Evaluate creative play and commercial branding with product evidence.	☐	☐	☐

My next revision priority _____