Analyse the ways in which local and national audiences are targeted differently.

Cambridge International AS & A Level Media Studies · June 2025 · 9607/21 · Section B, Question 3

Name _____ Date _____

The Bear: a television teaching bridge

Chicago: FX and Stella put playable arcade machines in five bars. Visitors could scan a code for a chance to win a seat at a local meal.

US Hulu: Promotional spots featured culinary producer Courtney Storer and chef Roy Choi sharing stories over food.

Your first answer In one or two sentences, compare what each invitation offers and whom it might interest. Underline a claim you want to test.

Clip 1 · Richie and Garrett polish forks

The Bear, "Forks" · Richie is training in a restaurant where Garrett supervises him.

First viewing Richie says he is 45. Why might an experienced adult feel embarrassed to polish forks? What do you see or hear?

Hall and the coursebook Hall, §1.1, pp. 2–3: distinguish the object from its meaning. On coursebook p. 77, find selection. Which choice shapes our reading of the work?

What I see on the replay

Whose face is on screen? Note a gesture, a look or the moment the shot changes.

What I hear on the replay

Whose voice continues across the cut? Note the words about the team, or a pause.

Your reading Mark one choice. Does it invite pride in skilled work, obedience to rank, or both?

For Wednesday: Read §6.2, pp. 148–149. Bring one convention from an opening you studied and the shot, title or sound that shows it.

Clip 2 · Richie and Chef Terry prepare mushrooms

Later in the same episode, Richie joins Terry, the head chef.

What I see

Who leads this kitchen? Compare Terry's hands and Richie's position beside her.

What I hear

Who asks to do more? Note the words, the delivery or a sound in the room.

Compare the clips Does respect come from shared craft or from accepting rank? Compare one gesture or sound in each scene.

Which evidence supports which claim?

The scenes: A cut, a voice or a gesture can support a reading of authority. It cannot tell us where the show was promoted.

The campaign: The offers show intended targeting, not who responded. One person could receive both. TV programmes are outside Section B's listed areas. Transfer the reasoning to the Rye Lane film case on November 23 and 26.

Stella Artois / FX, June 20, 2023

Return to your first answer

Reread your first answer on page 1. Use a detail from each offer to explain why it might appeal. Could the same person respond to both? Underline the explanation you changed or can now support.