

# A level Media Studies 2018

A guide to getting ready to start!



# AQA Media Studies

## Course Overview

### **Paper 1**

#### **What's assessed**

Students will be expected to use any relevant elements of the theoretical framework in order to explore the ideas in the paper.

Section A will focus on Media Language and Media Representations.

Questions in this section will test the following forms:

- advertising and marketing
- music video.

Section B will focus on Media Industries and Media Audiences. Questions in this section can test any two of the following forms:

- radio
- newspapers
- film (industries only).

#### **How it's assessed**

- Written exam: 2 hours
- 84 marks
- 35% of A-level

#### **Questions**

- A range of questions relating to an unseen source and Close Study Products.
- Two essay questions (20 marks), one of which is an extended response question

### **Paper 2**

#### **What's assessed**

Questions will focus on the analysis of media products, through the lens of the theoretical framework. Students will be expected to refer to the Close Study Products (CSPs) provided by AQA and other products they have studied. They will also be expected to demonstrate understanding of the contexts in which the products were created. Questions will focus on the in-depth media forms of television, magazines and online, social and participatory media/video games.

#### **How it's assessed**

- Written exam: 2 hours
- 84 marks
- 35% of A-level

#### **Questions**

- One medium length unseen analysis question.
- Three essay questions (25 marks), one of which is an extended response question and one of which is a synoptic question.

### **Non-Exam Assessment (Coursework)**

#### **What's assessed**

- Application of knowledge and understanding of the theoretical framework.
- Practical skills relating to the media format of their choice.

#### **How it's assessed**

- A choice of one of six annually changing briefs, set by AQA.
- 60 marks
- 30% of A-level



- Assessed by teachers
- Moderated by AQA

### Tasks

Students produce:

- a statement of intent
- cross-media products made for an intended audience.

### Course Expectations

- 5 A\*-C (or equivalent) including English and Maths (4 / 5 in maths and English)
- An interest in the whole world around you- not just social media!
- 100% Attendance
- You will be expected to give individual presentations and take part in group activities.



## Key words

### You need to know these before we start!

**Audience** – viewers, listeners and readers of a media text. A lot of media studies is concerned with how audience use texts and the effects a text may have on them.

**Consumer** – purchaser, listener, viewer or reader of media products.

**Context** – time, place or mindset in which we consume media products.

**Conventions** – the widely recognised way of doing things in particular genre.

**Genre** – the type or category of a media text, according to its form, style and content.

**Image** – a visual representation of something.

**Institutions** – The organisations which produce and control media texts such as the BBC, AOL Time Warner, News International.

**Media Platform** – nothing to do with trains, this refers to the different ways that media content is delivered, mainly via TV, laptop, tablet, smartphone, cinema, video/computer game, printed page etc. for instance the BBC delivers content via TV, laptop and mobile device, and also through printed publications. Most media organisations deliver their content via a multitude of platforms.

**Media product/Text** – a text that has been designed to be consumed by an audience. E.G a film, radio show, newspaper etc.

**Reader** – a member of the audience, someone who is actively responding to the text.

**Representation** – re-presentations of reality, looking at how characters/products are designed to appeal to certain tastes, recognisable traits that help us relate. The ways in which the media portrays particular groups, communities, experiences, ideas, or topics to help us make sense of/interpret reality. E.g. Some newspapers represent teenagers to be reckless, dangerous, selfish, whereas magazines aimed at teenagers tend to represent them as independent, emotionally intelligent and thoughtful.

**SFX** – special effects or devices to create visual illusions.



**Stereotype** – representation of people or groups of people by a few characteristics eg hoodies, blondes

**No I am NOT addicted!!!**



## Recommended Reading

Don't feel you need to read them all! They are just suggestions to help you interact more successfully with the media.

- MEDIA STUDIES: THE ESSENTIAL INTRODUCTION – Rayner, Wall & Kruger (Routledge)
- FILM ART: AN INTRODUCTION – Bordwell & Thompson (McGraw-Hill)
- READING TELEVISION – Fiske & Hartley (Methuen)
- UNDERSTANDING TELEVISION – Goodwin & Whannel (Routledge)
- UNDERSTANDING NEWS – Hartley (Routledge)
- THE NEWSPAPERS HANDBOOK – Keeble (Routledge)
- HOW TO READ A FILM – Monaco (Oxford)
- MEDIA STUDIES: TEXTS, INSTITUTIONS AND AUDIENCES – Taylor & Willis (Blackwell)
- THE MEDIA STUDENT'S BOOK (Branston, G, Stafford, R; 2006)
- STUDYING THE MEDIA (O'Sullivan, T; Dutton, B; Rayner, P; 2001)
- LEARNING THE MEDIA (Gutch, R, Wollen, T, Alvarado, M; 1987)



## So let's get started!

For each of the media products below, find an example and begin to analyse them.

<b>A 30 second film trailer</b>		
<b>Name of Film</b>	<b>Genre of Film</b>	<b>3 things the trailer showed</b>

### A TV advert

What was the advert for?	What time of day did you watch it? What came directly before and after it?	3 things the advert showed

### The opening sequence (30 seconds) of a TV programme

What was the TV show?	What type of people usually watch it?	3 things the advert showed

### A magazine feature

What magazine did you choose?	What type of language is used?	3 things it contained

### A magazine advert

What magazine and advert did you choose?	What type of language/imagery is used?	3 things it contained

### A newspaper front page

What newspaper did you choose?	What is the headline?	3 things it contained

### A web page

What webpage is it?	What type of language/imagery did it used?	3 things it contained

## Analysing existing products:

In the same way that you deconstruct/analyse a text in History and English, you'll need to do the same in Media.

Choose either a magazine front cover (or double page spread), a newspaper front cover or a website and analyse the page for the following:

- Who is the target audience? How do you know?
- What messages/attitudes are they encoding within the text? Why?
- How are people represented on the cover? What assumptions do you make about them based on body language, outfit, facial expressions, headline, etc?
- What language techniques are used? What are the effects?
- What does the layout, colour scheme and font styles suggest?
- Any other comments.