

A level Media Studies 2021

A guide to getting ready to start!



A Level Media Studies

Course Overview



Component 1: Media Products, Industries and Audiences

How will I be assessed? Written examination: 2 hours 15 minutes

What will I Study? You will study media language, representation, media industries, audiences and media contexts

How much of the qualification? 35%

Component 2: Media Forms and Products in depth

How will I be assessed? Written examination: 2 hours 30 minutes

What will I Study? You will study Television in the Golden Age, Magazines, mainstream and alternative media and Media in the Online Age.

How much of the qualification? 35%

Component 3: Cross Media Production

How will I be assessed? Non-exam assessment

What will I Study? In year 1 you will learn the ICT skills needed to produce media in a variety of forms. You will produce an individual cross-media production based on two forms of media in response to a set brief.

How much of the qualification? 30%

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.

CGI – Computer Generated Imagery, Refers to the (usually) 3-D effects that enhance all kinds of still and moving images, from text effects, to digital snow or fire, to the generation of entire landscapes.

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

Context – time, place or mind set 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.

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

Don't feel you need to read them all!
interact more successfully with the

- WJEC/Eduqas MEDIA STUDIES for A Level Year 1 & AS
- 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)

Reading

They are just suggestions to help you
media.



So let's get started!

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

A 30 second film trailer		
Name of Film	Genre of Film	3 things the trailer showed

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

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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

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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.