



Welcome to A Level Media!



Why take Media?

The Media is one of the most vibrant, innovative and influential methods of mass communication in our time. From a young age we consume Media for hours upon hours a day. Understanding how we are influenced and then challenging the way in which the world is represented makes us wiser in our understanding of people, places, society, politics, culture and even ourselves. Media Studies is an essential tool in comprehending the media's power and significance.

What IS Media?

Media includes all sorts of forms that you are familiar with. During your studies you will analyse how meaning is communicated through: film, newspapers, magazines, social networking sites, radio, television, advertising, video games and music videos.

Phase 1:

Task One

- ☆ Read through the course overview (PTO)
- ☆ Keep a 'Media consumption log' which records your use of Media over a two week period (see email for example)

Task Two

- ☆ Design a magazine cover (you can pick the genre)
- ☆ **Ext:** Make a short (30 second to 2 minutes max) video of your own genre (for eg: docu; vlog; review; interview, etc)

Task Three

- ☆ Take a look at the recommended 'reading' list and select one of the active viewing texts! Feel free to make some brief notes and thoughts on the topic.



Where can Media take me?

Employment within the media is one of the largest industries at the moment. The gaming industry is the most prevalent business currently, providing over 22,000 jobs in the UK alone. There is a huge array of career opportunities in the media, which is an industry that is growing at an exponential rate. The entertainment and media sector will be worth £76 billion by 2021 and the video games sector is currently valued at more than half the UK's whole entertainment industry (According to accountancy giant PwC's latest Global Entertainment & Media Outlook) If you are looking for a job in this area, studying Media at GCSE and at degree level is a route into careers such as TV and film production, advertising, journalism, interactive media, and digital marketing. It could help to provide you with the foundation to secure roles in technical production, special effects, web design and post-Production.

Phase 2:

Task One

- ☆ Watch the video on this link [https://www.youtube.com/watch?time_continue=8&v=NwPdAZPnk7k]
- ☆ **Answer this question: Do you think the media offer audiences a window on the world?** Produce a Prezi presentation that explores the question above. You should include examples from media texts to support your points.

Task Two

- ☆ Define the following terms; try to illustrate their meaning if you can...

Denotation > Connotation > Representation > Symbolic codes > Target audience > Preferred reading > Polysemy > Encoding > Decoding > Anchorage

A Level Media Studies

COURSE OVERVIEW

- ☆ Two Examinations
- ☆ One Non-Exam Assessment

Exam One: [35% of total grade] 'Issues and Debates'

In section A you will be asked to answer a range of questions based on the theoretical concepts of Representation and Media Language. You will have one unseen text to examine. The remainder of the questions will be based upon pre-released materials that you will study in advance. Section B will ask questions based upon Media Industry and Audience.

Exam Two [35% of total grade] 'Analysing Media Products'

You will have a range of close study products (CSPs) to analyse and revise in advance of the examination. You will be asked questions that cover all areas of the theoretical framework. The questions will require more extended responses.

List of Case Studies

The board release the titles of the texts in advance. Each year some of these are modified and the texts change. Your products are:

- * Newspapers (*The Daily Mail & The i*)
- * Music Videos (*Letter to the Free & Ghost Town*)
- * Advertising (*Maybelline & Score*)
- * Radio (*BBC Radio 1 Life Hacks & War of the Worlds*)
- * Independent Film (*Chicken*)

In-depth CSPs:

- * Magazines (*Men's Health & Oh Comely*)
- * Online (*Teen Vogue, The Voice*)
- * Gaming (*Metroid, Tomb Raider & Sims Freeplay*)
- * Television (*No Offence & The Killing*)

The Assessment Objectives

- ☆ **AO1: Demonstrate knowledge** and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes.
- ☆ **AO2: Apply knowledge** and understanding of the theoretical framework of media to:
 - ⇒ analyse media products, including in relation to their contexts and through the use of academic theories
 - ⇒ evaluate academic theories
 - ⇒ make judgments and draw conclusions
- ☆ **AO3: Create media products** for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.



Theoretical Study

As this is an academic subject, there are elements of theory which we will study alongside Media texts. Some areas are:

- * Semiotics (*Barthes, Hall*)
- * Identity (*Gauntlett, Butler*)
- * Industry & Regulation (*Curran, Lunt, Hesmondhalgh*)
- * Audience (*Hall, Gerbner, Jenkins*)
- * Post-colonial (*Gilroy*)

Some key theoretical terms:

- * Narratology theory
- * Genre theory
- * Post-modernism theory
- * Reception theory

