

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.

Preparation Activities

Task One

☆ **Read** through the course overview (PTO)

Task Two

☆ **Complete** a 1-week media consumption log. Record the time spent watching, reading or listening to Media (*this includes social media, YouTube, Netflix, podcasts, music videos, etc*)

Task Three

☆ **Investigate** the four key framework concepts for Media Studies: Media Language, Representation, Audience, & Industry. Use the link to help you define each one and give some examples where possible. <https://media-studies.com/theory/>



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 47,000 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 video games sector is currently valued at more than half the UK's whole entertainment industry. If you are looking for a job in this area, studying Media at GCE 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.

Preparation Activities

Task Four

☆ **Watch** this advert for a beauty product. **Write** a 50+ word summary of the messages and values being communicated to the audience.

* <https://www.youtube.com/watch?v=64EOtmupx4w>

Task Five

☆ **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 > signifier > myth

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 Guardian*)
- * Music Videos (*Old Town Road & Ghost Town*)
- * Advertising (*Sephora: Black Beauty is Beauty & Score*)
- * Radio (*BBC Radio 1 Newsbeat & War of the Worlds*)
- * Independent Film (*Blinded by the Light*)

In-depth CSPs:

- * Magazines (*GQ & The Gentlewoman*)
- * Online (*Taylor Swift, The Voice*)
- * Gaming (*Horizon Forbidden West & 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



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What is involved in the NEA?

Each year the exam board offer a selection of briefs for you to choose a project from. These provide an opportunity for you to showcase your technical skills and your ability to illustrate the knowledge you have gained during the course. The project is conducted in three phases :

- 1) Research, planning & statement of intent
- 2) Production
- 3) Post production—final 'cut'

What kind of briefs can I expect?

The briefs are varied and allow you the freedom to choose from which ever platform you feel your strengths lie. Past projects have included:



Practice Activities

Task One

- ☆ **Be creative!** Design your own website (wix.com) for a fashion and lifestyle magazine. You can include videos, audio and photographs.
- ☆ **Write** a 50 word explanation for your website—who is it aimed at? What would they gain from this site? How would you describe the tone through your layout & colour choices?

Task Two

- ☆ **Design** a cover for a new game for the PS5. Ensure the genre is established through your design choices (including colour palette, fonts, props, etc). Ensure your PEGI rating is suitable,
- ☆ **Annotate** the design with how you have established the genre and aspects of the narrative / game aims & why it would appeal to an audience.



Create a front page, a contents page and a double page spread feature for a new 'Special' Magazine. Plus three print adverts as a campaign to promote a product related to the campaign.

Create 3 pages of a marketing website to promote a new gaming app. Plus, create a print advertising campaign for the game.

Create a front cover, contents page and double page spread for a magazine for gamers similar to *PC Gamer*, *Pocket Tactics*, *Games TM*. Plus, create three full page print adverts suitable for inclusion in the magazine.

Make a **film trailer** for a feature film for the Horror genre. Plus **three posters** to help promote the same feature film.

Create three, 30 second, television advertisements promoting a new mobile fitness device. Plus create three pages of an online fitness blog!

Create a trailer for a new crime or family TV drama series. Plus, create a three pages from a magazine (a front cover and a two-page feature).

Create 3 minutes of a documentary feature and three pages from a local community arts website.

Create a 3 minute celebrity news podcast for inclusion on the website of a new lifestyle magazine. Plus, create the front cover and three internal pages for a new lifestyle