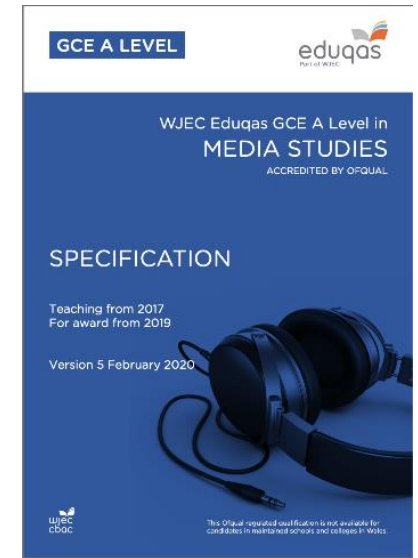


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St Mary's College



MEDIA STUDIES A Level EDUQAS 603/1149/6
Pre-course reading and guidance





A LEVEL MEDIA STUDIES

WHY SHOULD I CHOOSE MEDIA STUDIES?

Our aims are to provide you with the analytical tools and framework for reading between the lines of the media and to also supply you with the creative skills to produce media products of your own. Media is constantly changing and we engage with it every day; by studying on this course you will develop an appreciation of media production from a historical point of view to contemporary interactive media.

WHAT IS THE COURSE STRUCTURE LIKE?

The course is a **two year** course. It consists of **two exams** and **one piece of coursework** (NEA). The exams are worth a total of 70%, and the coursework is 30%. All exams will be taken at the end of your second year.



Students are required to study media products from all of the following media forms:

Audio-visual forms

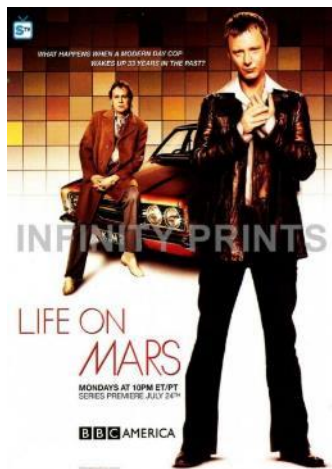
(TV, film, radio, advertising, video games and music video).

Online forms

(social and participatory media, video games, music video, newspapers, magazines, advertising and marketing).

Print forms

(newspapers, magazines, advertising and marketing).



A LEVEL – WHAT WILL YOU STUDY IN YEAR 12?



Component 1: Media Products, Industries and Audiences

Assessment - written examination: 2 hours 15 minutes 35% of qualification

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of two sections:

› **Section A: Analysing Media Language and Representation**

This section assesses media language and representation in relation to two of the following media forms: advertising, marketing, music video or newspapers.

There are two questions in this section:

- › one question assessing media language in relation to an unseen audio-visual or print resource
- › one extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts.

› **Section B: Understanding Media Industries and Audiences**

This section assesses two of the following media forms – advertising, marketing, film, newspapers, radio, video games - and media contexts.

It includes:

- › one stepped question on media industries
- › one stepped question on audiences.

PRE-COURSE READING TO HELP YOU UNDERSTAND COMPONENT 1

<https://www.alevelmedia.co.uk>



A LEVEL – WHAT WILL YOU STUDY IN YEAR 13?

Component 2: Media Forms and Products in Depth

Assessment - Written examination: 2 hours 30 minutes 35% of qualification

The examination assesses media language, representation, media industries, audiences and media contexts.

It consists of three sections:

- **Section A** – Television in the Global Age
There will be one two-part question or one extended response question.
- **Section B** – Magazines: Mainstream and Alternative Media
There will be one two-part question or one extended response question.
- **Section C** – Media in the Online Age
There will be one two-part question or one extended response question.

PRE-COURSE READING TO HELP YOU UNDERSTAND COMPONENT 2

<https://www.huckmag.com>

<https://attitude.co.uk>



A LEVEL MEDIA STUDIES NEA (coursework)

Non-exam assessment:

Component 3: Cross Media Production 30% of qualification

- This component requires you to make a cross media production based on two media forms and completed in response to a **choice of briefs set by the exam board.**
- The set production briefs will change **every year.** You will have to create a print based product, this could be a magazine front cover and double page spread or film posters. You will also need to make three pages of a website. You will need to take your own photos and work in Adobe programmes such as Photoshop and Indesign.

The coursework is started in Year 12 and finished in Year 13



Media theoretical framework underpins the course

This A Level Media Studies specification is based on the theoretical framework for analysing and creating media, which provides learners with the tools to develop a critical understanding and appreciation of:

- **media language:** how the media through their forms, codes, conventions and techniques communicate meanings
- **representation:** how the media portray events, issues, individuals and social groups
- **media industries:** how the media industries' processes of production, distribution and circulation affect media forms and platforms
- **audiences:** how media forms target, reach and address audiences, how audiences
- interpret and respond to them, and how members of audiences become producers themselves



A LEVEL MEDIA STUDIES (Year 12)

Exam Syllabus for Media Studies

- <https://www.eduqas.co.uk/media/d3fbs2s3/eduqas-a-level-media-studies-spec-from-2017-e-02-03-2020.pdf>

Set products for Component 1

- <https://resources.eduqas.co.uk/Pages/ResourceSingle.aspx?rlid=970>

Newspaper resources

- <https://resources.eduqas.co.uk/Pages/ResourceSingle.aspx?rlid=1058>

Media Studies glossary

- <https://resources.eduqas.co.uk/Pages/ResourceSingle.aspx?rlid=1095>



Component 1 – Set products

In Component 1 you will need to study a range of media products from historical to contemporary products. You will study advertising, film promotion, newspapers, radio and gaming.

The exam board set the products that you will have to study.

The products which you will need to study are:

- › Tide advert (historical)
- › Water Aid (Charity Advert)
- › Kiss of a Vampire (film poster)
- › I Daniel Blake and Black Panther (Film Promotion)
- › Assassins Creed (Gaming)
- › Late night women's house (Radio)
- › The Times and The Daily Mirror (Newspapers)
- › Dream, Dizzie Rascal and Riptide, Vance Joy (Music Videos)

- › **Further reading**
- › <https://www.bbc.com/historyofthebbc/>. (history of the BBC)
- › <https://www.youtube.com/watch?v=caUVnq-O1Z8> (advertising)
- › <https://www.youtube.com/watch?v=sO-Pti2p40> (history of newspapers)



NEA – Coursework – Year 12

- For your coursework you will be guided by the brief which is set by the exam board.
- You will have to learn new skills in creativity in Photoshop, Indesign and Wix.
- You will need to take your own photos and manipulate them in post-production
- It would be worth you looking at the Youtube clips below to get an idea about the programmes you will be using

<https://www.youtube.com/watch?v=kfMn1SzXVAg>
(Photoshop for beginners)

https://www.youtube.com/watch?v=RXRT3dHu6_o
(Indesign for beginners)



Television - Year 13

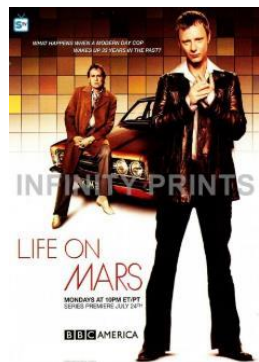
- Television today is a global industry. The international popularity of genres like Nordic noir, the global reach of broadcasters like HBO, and the growing number of international co-productions reflect the increasingly transnational outlook of television in the global age.
- You will complete an in-depth study of two contrasting programmes, these are The Bridge (Nordic crime drama) and Life on Mars (set in the 1970s)

http://resource.download.wjec.co.uk.s3.amazonaws.com/vtc/2016-17/16-17_1-30/website/pdf/eng/unit2/4.%20Media%20Industries/4-Student-Notes-Media-Industries_U2.pdf

(Nordic television pre-course reading)

http://resource.download.wjec.co.uk.s3.amazonaws.com/vtc/2016-17/16-17_1-30/website/pdf/eng/unit1/2%20media%20language/2n-analysis-teachers-notes_u1.pdf

(Life on Mars pre-course reading)



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Magazines - Year 13

- The magazine industry in the UK is a highly challenging media environment, with thousands of titles competing for readers and market space.
- You will study magazines and look at how representations, industries, audiences and conventions have changed through studying a historical magazine and then studying a contemporary magazine.



- <https://www.huckmag.com> (huck magazine website)
- <https://alevelmediaemilyh.weebly.com/womans-realm.html> (analysis of Woman's Realm)



Online media– Year 13

In a world increasingly dominated by digital technology, online, social and participatory media have become an integral part of the contemporary media landscape. The growing cultural significance of online platforms is evident in the number of subscribers that bloggers and YouTubers like Zoe Sugg (*Zoella*) but there are also alternative websites such as Attitude.

Through an in-depth study of two contrasting online products, you will look at the role played by blogs and websites in the media today.

- <https://attitude.co.uk> (set product website)
- <https://zoella.co.uk> (set product website)



A LEVEL MEDIA STUDIES



Other websites to help with pre-course reading

- <https://www.theguardian.com/uk>
- <https://www.alevelmedia.co.uk>
- <https://www.youtube.com/watch?v=337LmColBWQ>
- <https://www.youtube.com/watch?v=IRvRoR56xAs>
- <https://www.englishandmedia.co.uk>

Any further questions?:



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We also offer A Level Film Studies and BTEC Creative Media Production

Please see the relevant pre-course reading guidance for further details.