

Media Studies A Level Year 12

An excellent A Level Media Studies student is a curious, open minded and critical thinker. They are aware of current topical debates and issues in the media and keep abreast of trends and actively consume a range of contemporary and historical media products.

They are conscious that political, historical, economic, social and culture contexts need to be examined in order to understand how they influence the construction of media texts and media industries. They can confidently use technical terminology and theoretical concepts to underpin arguments and debates.

They are able to make well-reasoned, educated and perceptive judgements relating to media debates and topics pertaining to gender, race, ethnicity and other social and cultural stereotypes.

They are able to put into practice the theoretical approaches they have learned, throughout the course, by responding to an industry brief, to produce a creative, cross-media production.

Summary of course content

The Media Studies A Level syllabus is split into three areas:

Component 1	Media Products, Industries and Audiences Written exam; 2 hours 15 minutes (35%) Breadth of forms; range of set products studied in relation to key areas of the theoretical framework. Exam includes analysis of unseen resources.
Component 2	Media Forms and Products in Depth Written exam: 2 hours 30 minutes (35%) Three forms studied in depth in relation to all areas of the theoretical framework. Exam based on set products.
Component 3	Cross-Media Production Non-exam assessment (30%) Individual cross-media production in two forms. A range of briefs in four media forms will be set annually.

You can find the Eduqas specification here: https://www.eduqas.co.uk/qualifications/media-studies-asa-level/#tab_keydocuments

Weekly:	Completion of set work as outlined in the grid below
Fortnightly:	- Review of recent lessons, learning key terminology, producing revision resources such as cards and mind maps; completion of additional reading from anthologies using pro-forma Independent Study Folder (ISF): this will be checked fortnightly by your tutor and logged.
Half termly:	Revision: Review knowledge quizzes. Review topics and produce revision resources, e.g., flashcards, mind maps, posters, etc. Complete planning of past exam paper answers.

In addition to those provided for specific tasks by your teacher, resources include:

TEAMS: lesson PowerPoints and resources, knowledge organisers, exam board documents and blended learning revision resources.

Independent Learning Schedule – two hours directed by each of your teachers (subject to change):

Week beginning	Teacher 1	Teacher 2
7 th September	Media Consumption Create a one page profile/infographic that explores the media you consume. What does the mean you consume say about you as a person (your identity)?	Uses & Gratifications theory by Blulmer & Katz. What are the 4 key aspects to the theory? What are the Uses & Gratifications available to audiences of the Assassin's Creed Franchise?
14	Steve Neale's Genre theory. What do the following terms mean: hybridity, genre & subgenre, repetition & difference? Watch marketing and clips for Peaky Blinders. How have the producers used repetition and difference of genre hybridity and subgenre in order to target audiences?	Todorov's narrative structure. What are the 5 stages to Todorov's, linear, structure? Watch the film trailer for Black Panther – how useful is Todorov's theory when analysing film trailers?
21	Choose a case study or select your own that focuses on regulation. - Outline the main case/issues - Outline 1 or 2 arguments for The Consumer audience = freedom of choice. - Outline 1 or 2 arguments for The Citizen = the need for protection. - What role has globalisation and digitalisation had on the case/industry? Andrew Tate https://www.bbc.co.uk/news/uk-64125045 Huw Edwards in hospital as he is named in BBC presenter row https://www.bbc.co.uk/news/uk-66180799 'Overwhelming consensus' that screen time harms children, top UK doctors say BBC News https://www.youtube.com/watch?v=ekEUySvYFW0	How important are genre and narrative features to the marketing of video games? Analyse the game art for Assassin's Creed Valhalla and Liberation. Try to apply relevant theory – e.g. Neale, Todorov, Propp, Strauss
28	Produce a 1 – 1 minute 30 sequence from a newly launched podcast. The podcast is led by a presenter who talks about topical debates and issues. Your sequence must include:	Compare and contrast the trailer for the first Assassin's Creed game (2007) and the most recent game Mirage (2023). What values and ideologies are encoded in the representations and use of media language?

	- An introduction/overview by a presenter - A slogan/tagline for the show - An interview with an expert on your chosen topic - Appeal to a mainstream 18-35 year old audience - A jingle/theme tune - Sound effects	How might these encoded ideas impact on audience behaviours, values and identities? Will the historical context of the game affect how audiences 'decode' and 'read' the games?
5 th October	https://www.youtube.com/watch?v=nulvWqYUM8k https://www.youtube.com/watch?v=ZxIjDr26mM Watch the 1922 and 2024 trailers for <i>Nosferatu</i>. What codes and conventions of the horror genre are present in both versions (repetition)? How has the genre also evolved for a modern audience (difference)?	Analyse reviews of <i>Assassin's Creed III: Liberation</i> 2012 What was the general reception like? https://www.metacritic.com/ https://www.gamespot.com/ Summarise the key successes and audiences' disappointments.
12	Produce a design for a film poster for a Horror Film from the 1960s. The film poster must be of the supernatural subgenre. Use your knowledge and understanding of KOTV. The work can be created by hand and an image uploaded or using software (not AI). You must include: • A film title with ideas for typography • A tagline for the film • A design for the dominant imagery including colour palette and colour connotation • A list of 4 cast members (real actors of the generation) • A suitable film production company from 1960 • A suitable age rating	Research the <i>Assassin's Creed</i> website and social media pages (annotated screenshots). How does it attract an audience? Who are they? Can you find any video game magazines in which <i>AC3</i> or <i>AC3 Liberation</i> was featured on the front page? Can you find any unusual ways that <i>Assassin's Creed</i> has been advertised?
19	What are the four waves of feminism characterised by? What key events link to these stages e.g. bills passed and laws changed. What does the term postfeminism mean? Why might Beyonce be seen as a postfeminist icon? https://www.youtube.com/watch?v=AZqOyTWokrc	Regulatory Bodies What are the names of the regulatory bodies for the follow industries? • TV & Radio • Film • Newspapers & Magazines • Video Games • Social Media
26	Half term	
2 nd November	Produce a design for a film poster for a Horror Film from the 2020s. The film poster must be of the supernatural subgenre. Use your knowledge and understanding of KOTV. The work can be created by hand and an image uploaded or using software (not AI). You must include: • A film title with ideas for typography • A tagline for the film • A design for the dominant imagery, including colour palette and colour connotation • A list of 4 cast members (real actors of the time)	What are the codes and conventions of a Hollywood Blockbuster? What are the codes and conventions of an independently produced film? Choose a film from each industry and use the check list to create a small case study. • Narrative conventions • Character conventions • CGI (computer generated imagery) and special effects • Genre Conventions • Star power • Locations and settings

	• A suitable film production company from the 2020s • A suitable age rating	• Age rating & regulation • Values & ideologies – influence of context (social, cultural, political, historical & economic) What do the terms Eurocentric mean? How might this concept be applied to the film industry? Use The Marvel Film Franchise to support your points.
9	Create a 10 frame storyboard plan for the Tide advert from the 1950s. The TV advert needs to reflect the values of the 1950s and compliment the print advertisement studied. You must include: • A slogan/tagline • A suitable narrative with details under each frame • Narrator or voiceover as appropriate • Details about diegetic and non-diegetic sound Details of shot types and camera angles	What is meant by the following terms: • Conglomerate • Vertical integration • Horizontal integration • Globalisation • Transnational media Use an example from the film industry to illustrate each concept.
16	Semiotics theory by Barthes. What do the following terms mean: Denotation, Connotation, Enigma Code, Action Code & Myth? Watch the Tokyo Olympic Games advert 2020/2021 – What myths do we hold in society about people who are differently abled? https://www.youtube.com/watch?v=OjIP9EFbcWY	Cultural industries: Using Hesmondhalgh's Cultural Industries theory, explain how film producers minimise risk. Use your Black Panther case study to answer the question. You need to give 3 examples.
23	https://www.youtube.com/watch?v=W7Bek4jvos&t=4s https://www.paralympic.org/news/paralympic-film-rising-phoenix-premieres-globally-netflix?gad_source=1&gad_campaignid=8066817517&gbraid=0AAAAADt-1l1GLLbaoX4Ku8eleT-ruBoPv&gclid=Cj0KCQjw3K7RBhDJARIsAKRtP5QBiJOHxQVMmJ09LNQoi8CwjGkg4HrlxTYDPAJIF9GtoC4ZfhTgrwaAmR3EALw_wcB Watch the Netflix Documentary 'Rising Phoenix'. How might the documentary change the audience's view of representations of those that are differently abled (disabled)?	What are the core concepts of Curran & Seaton's Theory <i>Power & Media Industries</i>? What do Curran & Seaton say are consequences of media ownership concentration? Use Black Panther & I, Daniel Blake to illustrate your answer. https://www.youtube.com/watch?v=KUteUbVS5DA https://www.youtube.com/watch?v=xj8iGsEbbtg&t=10s
30	Choose a music video of your choice. In PowerPoint, analyse the video, using screen shots, to support your points: 1. Is the video a typical music video (use Goodwin's theory)? 2. Is the video typical of the genre? 3. Have the producers used intertextuality to encode meaning? What type of identity does the video help to construct for the artists/band? How does it reflect their ideologies and values?	What does the term political bias mean? Are newspapers allowed to be biased? Give evidence with reference to The Times & The Daily Mirror.

7th December -14 th December	You work for Sage Media Marketing and have been asked to create a promotional campaign for the release of a new Christmas song by a band/artist of your choice. Your target audience is a youth audience 18-25. The promotional product you have been asked to create is a music video. You have been asked to plan, direct and film the opening 1 minute of the music video. You will need to provide details about ideas for the video, including detailed shot lists, filming schedules and props and costume lists. This will be in the form of annotated song lyrics. Apply codes and conventions of music videos to ensure that you produce a recognisable product • The music video has a clear narrative or narrative themes • Elements of performance such as playing of instruments and lip-syncing have been used • The genre has been clearly communicated E.g. if it's a pop or rock Christmas song. • Editing & transitions match the beat and timing of the music • Visuals link to the lyrics to help create a narrative • Choreographed dance routines have been used if appropriate • Objectification of women has been used as appropriate • A clear star image has been created for the band/artist that a youth audience would find engaging. • Intertextual references from other media texts have been used creatively	What is fake news? What do the following terms mean: • Disinformation • Misinformation Watch the 30 min BBC production: https://www.youtube.com/watch?v=UfTUdOtRrwo
14		What role can AI play with regards to fake news? Watch the 10 minute clip and make notes. https://www.youtube.com/watch?v=ojjn9T_fuUw
21	Christmas holidays	
28	Christmas holidays	
4 th January	Choose a music video of your choice. In PowerPoint, analyse the video, using screen shots, to support your points: How has the music video been affected by context? Consider: • Social & Cultural • Economic • Historical • Political	Understanding the political spectrum: Are you left or right leaning? Using the resources, explain what is meant by the term left and right wing. What are the core values of the following political parties? • Reform • Conservatives • Labour • Liberal Democrats • Green Party https://www.unifrog.org/know-how/understanding-the-political-spectrum

		https://members.parliament.uk/parties/Commons https://www.myvotemyvoice.org.uk/resource/things-that-are-important-to-each-party/
11	How has Beyonce's star image evolved over time? Select an early music video such as 'Crazy in Love' or 'Single Ladies' and compare how Beyonce and the music video producers construct a star image for Beyonce. Consider: • Dress codes • Visuals • Narrative themes Use screenshots from the videos to illustrate your points.	Newspapers & Digital Convergence: How do The Times & The Daily Mirror utilise digital platforms to target specific audiences? Complete a one-page research profile, for each paper, that details the different ways that audiences can access their content in digital form e.g. Instagram, X, Website. Your one page research profile should contain screenshots of the different platforms. Which specific demographics & psychographics do you think the different platforms are designed to target?
18	What type of star image has been constructed for Sam Fender? Analyse the social media of Sam Fender with a focus on Instagram and YouTube Shorts. Consider: • Dress codes • Linguistic Codes • Collaborations • Encoded Values & Ideologies.	Tabloid conventions: Compare and contrast a front cover of The Daily Mirror with another tabloid cover, from the same day, for the week beginning 18th January. Suggested papers: The Sun, The Daily Mail. Compare: • Linguistic codes used in the dominant headline • Visual codes used in the dominant image • Another headline or feature of your choice.
25	Music and digital convergence: How can you access the music of Beyonce and Sam Fender? Make a list of a minimum of 5 ways/platforms for each. Briefly explain how access to music has evolved since 1922 when BBC Radio was first launched.	Broadsheet conventions: Compare and contrast a front cover of The Times with another broadsheet cover, from the same day, for the week beginning 18th January. Suggested papers: The Guardian, The Daily Telegraph. Compare: • Linguistic codes used in the dominant headline • Visual codes used in the dominant image • Political Bias of the paper and how this is encoded.
1 st February	Work experience	
8	Preparation for TV Crime Drama: Create a page of character profiles for The Bridge including: • Saga • Martin • Hans • Lillian • Henrik • Hanne • Lis Friis Anderson • Helle Anker • Morten Anker	Mrs Holt is accused of stealing books from The Purbeck School Library by students. Create two versions of the front page headline, standfirst, image and caption for the story for the tabloid genre and then as a broadsheet genre. The broadsheet paper is left leaning and the tabloid is a right leaning paper aimed at the working class.

15	Half term	
22	Preparation for TV Crime Drama: Create a page of character profiles for Peaky Blinders including: • Tommy • Grace • Arthur • John • Aunt Pol • Inspector Campbell • Ada • Billy Kimber • Freddie What character types could be applied to them? What is their role in the narrative? What values & ideologies are being communicated/constructed through their representations?	https://www.youtube.com/watch?v=igrD5AqvLzM Watch the video and then answer the following questions: 1. When did American Vogue begin? 2. Who owns Vogue magazine? 3. When did the British edition of Vogue begin? 4. What happened to Vogue (sales/branding) during the first and second world wars? 5. What are the brand values of Vogue? 6. What happened in society post second world war to help Vogue's success? 7. Despite print sales of magazines continuing to decline in the present day, how many copies does Vogue sell each month on average? 8. Give three examples of the international versions of Vogue. 9. How does this link to Hesmondhalgh's theory? 10. Give an example of how Vogue took risks in the 1930s. 11. Which publishing house took over Condé Nast in the 1960s? 12. Give an example of a risk that Vogue took in the 1970s? 13. How did Vogue minimise risks in the 1960s and 1970s? 14. Vogue championed writers who then became very famous in their lifetimes, can you give some examples 15. What might be the purpose of guest editors for the magazine? 16. Give examples of how the Vogue brand has diversified and created more avenues for growth and profit. 17. The editor in chief of Vogue, Anna Wintour, became an important and powerful woman in the fashion industry. Name some of her achievements. 18. What's the purpose of the fashion fund? 19. How much does a full page advert cost in Vogue? 20. What kind of psychographic profile of reader might like the heavy advert content? 21. How has magazine production and availability changed via technology?
1 st March	Create a summary of Season 1 of The Bridge. Apply Todorov's narrative structure to the series. 1. Equilibrium 2. Disruption 3. Recognition 4. Attempt to repair 5. New Equilibrium	Complete a semiotic analysis of the set edition front covers for Vogue (1965) and The Big Issue (2016)

8	Create a summary of Season 2 of <i>The Bridge</i>. Apply Todorov's narrative structure to the series. 1. Equilibrium 2. Disruption 3. Recognition 4. Attempt to repair 5. New Equilibrium	Understanding Postfeminist theory https://www.instagram.com/reel/DXZrz5pDE2d/?igsh=MW02Mm12NzE4ZXhiZQ== Watch the Instagram post and answer the questions. Define the concept of postfeminist theory. What does van Zoonen mean when she talks about 'gender and discourse' and that gender is a social construct? Briefly, summarise the stereotypes associated with masculinity and femininity.
15	Assignment: Component 2 Section A How useful are narrative theories, including Todorov's narrative structure, when analysing long form TV dramas such as <i>The Bridge</i> and <i>Peaky Blinders</i>? Introduce your 3 big ideas and main arguments. Each section should be an argument for or against how useful Todorov's theory is. Section 1: Section 2: Section 3: Conclusion. P- point/big idea E - evidence T - theory/terminology A - analysis L - link (back to question or context)	You work for Vogue as the head of editorial content. You have been asked to present your ideas for the April issue of Vogue. Your work can be presented as: • A written pitch • Annotated images/designs Your pitch or design must answer the questions below. The pitch should be approximately 300-500 words. 1. Who will be the cover star for the April issue? Who is current and suitable to maintain the Vogue brand identity? What do you intend them to wear for the photoshoot? What narratives will this construct 2. What will the main cover story be to go with the cover image/star? 3. What will be 3 other coverlines? What colour palette do you intend to use and what will this symbolise and signify?
22	Watch the rest of Season 3 of <i>The Bridge</i> on Click View. Apply Todorov's narrative structure to the series: 1. Equilibrium 2. Disruption 3. Recognition 4. Attempt to repair 5. New Equilibrium	Using your annotated versions of the front covers, write a full essay response to the question: How have producers of the magazines used media language to convey different meaning to audiences? (30 marks) In your response, you should refer to: The political, social and cultural contexts of each magazine and the time period. • Masthead. • Slogan. • Cover lines. • Mise-en-scene (arrangement/formation of front covers – costumes, props, lighting, actors etc) • Images/photographs. • Intertextuality/narrative established? • Font size/colour/type. • The brand identity and values/ideologies of each magazine. • Representations of gender.

		Who the target audience is and how they are targeted through the magazine's media language/representations etc. Theoretical frameworks such as: Hall's Reception theory (preferred, negotiated, oppositional readings) and Gauntlett's theory on identity.
29	Easter holiday	
5 th April	Easter holidays	
12	Watch the rest of Season 3 of The Bridge on Click View. Apply Todorov's narrative structure to the series: - Equilibrium - Disruption - Recognition - Attempt to repair - New Equilibrium	<i>Vogue</i> and colonialism intersect in complex ways, with the magazine historically functioning as a vehicle for imperialist ideals through "exoticizing" non-Western cultures, separating garments from their social realities, and elevating white, Eurocentric aesthetics as the global standard of beauty and aspiration. What does this statement mean? How might you apply these ideas to the features and articles in the 1965 set text edition? Is this statement true with regards to <i>Vogue</i> editions produced in the 2020s? Create a collage of 10 front covers from 2020 onwards and annotate with your observations. https://www.drapersonline.com/archive/colonial-vogue https://itselfff.substack.com/p/the-day-i-stopped-aspiring-to-vogue
19	Watch the rest of Season 3 of The Bridge on Click View. Apply Todorov's narrative structure to the series: - Equilibrium - Disruption - Recognition - Attempt to repair - New Equilibrium	The Big Issue: Articles & Mission statement Choose one of the celebrity features from the 'Letter to my younger self' segment. https://www.bigissue.com/tag/letter-to-my-younger-self/ Briefly summarise the key points of the article. Who is the chosen celebrity and what are the narratives being constructed in the article? Briefly explain how this helps to construct a brand identity for The Big Issue.
26	Watch, as a minimum, episode 2 and 10 of season 1 of Peaky Blinders on iPlayer or ClickView. Apply Todorov's narrative structure to the series: - Equilibrium - Disruption - Recognition - Attempt to repair - New Equilibrium	Component 1 Section B revision: Revise and learn the answers to the following questions in preparation for your assessment: - Briefly explain what is meant by conglomerate ownership. [2] - Name one media conglomerate. [1] - Briefly explain what you understand by distribution in the film industry. [2] - Briefly explain what is meant by vertical integration in the film industry. [2] - Briefly explain what is meant by horizontal integration in the film industry. [2] - Briefly explain what is meant by a mainstream film. [2] - Briefly explain what is meant by an independent film. [2]

		- Briefly explain the term franchise and two benefits of a franchise. [2] - Briefly explain the function of the BBFC in the film industry. [2]
3 rd May	Watch, as a minimum, episode 2 and 10 of season 1 of Peaky Blinders on iPlayer or ClickView. Apply Todorov's narrative structure to the series: - Equilibrium - Disruption - Recognition - Attempt to repair - New Equilibrium	https://www.teenvogue.com/ https://www.vogue.co.uk/ Compare the UK Vogue website with the Teen Vogue website. What type of brand identity is constructed across both sites? How similar are they (Neale) and how different are they? Compare: - Linguistic codes used in two articles - The issues/topics covered on the home page – what values & ideologies do they construct? - The header and navigation bar.
10	NEA Assignment 1: Audience research and profiling Research your target audience. Create an audience profile. Analyse your findings and how they will affect the decisions you intend to make when constructing your products. <i>See assignment for further guidance.</i>	Assignment: Magazine design You have been asked to draft a concept for a new music magazine in the rock genre that will be aimed at an affluent audience in the age bracket 25-35. In your concept you need to create: - A name and masthead design for the magazine - A strapline/slogan for the magazine 4 coverlines.
17	Research assignment 2: Analysing existing products. Research existing products using the theoretical framework. <i>See assignment for further details.</i>	Research assignment 2: Analysing existing products. Research existing products using the theoretical framework. <i>See assignment for further details.</i>
24	Research assignment 2: Analysing existing products. Research existing products using the theoretical framework. <i>See assignment for further details.</i>	Research assignment 2: Analysing existing products. Research existing products using the theoretical framework. <i>See assignment for further details.</i>
31	Half term	
7 th June	Revision: Component 1 Section A	Revision: Component 2 Section B – Magazines. How useful are feminist theories for analysing the representations in the set editions of Vogue and The Big Issue?
14	Revision: Component 1 Section A	Revision: Component 2 Section B – Magazines. How useful are feminist theories for analysing the representations in the set editions of Vogue and The Big Issue?
21	Exam feedback: Responding to improvements.	Exam feedback: Responding to improvements.
28	NEA Planning assignment 1: Drafting documents	NEA Planning assignment 1: Drafting documents
5 th July	NEA Planning assignment 1: Drafting documents	NEA Planning assignment 1: Drafting documents
12	NEA Planning assignment 2: Draft photoshoot/filming	NEA Planning assignment 12: Draft photoshoot/filming
19	NEA Planning assignment 3: Photo/filming shoot review	NEA Planning assignment 3: Photo/filming shoot review