Media Studies A Level Year 13

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 abridge 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
7th September	How useful are feminist theories, including Van zoonen, when analysing commerical adverts ? Use Tide to illustrate your points. • discourse • context • objectification • patriarchy • domestic sphere	Go to the *Attitude* pages on the following social media platforms: Twitter/ X, Instagram, Facebook and YouTube. As you are looking at each platform, consider the following questions: • What strikes you about the content? • How does it engage the target audience? • What opportunities are there for online community, discussion/opinion and publishing user-generated content? • Why do you think there are no links to other popular platforms like TikTok? • How does *Attitude* encourage audiences to partake in political activism (especially pro-LGBTQ issues)?
14	For minority groups such as LGBTQIA+ people, representation is extremely important. Historical misrepresentation has spread harmful stereotypes and resulted in prejudice and persecution. From the 1990s, there began to proliferate more positive images of queerness, with texts like *Attitude* shifting depictions of LGBTQIA+ culture into the mainstream. Explore the editor-in-chief of *Attitude's* beliefs about masculinity and sexuality (Extract B). Now explore Extract A, where you can see in the cover-lines (magazine content) and cover image of Jake Shears, how the editorial beliefs are expressed. https://resource.download.wjec.co.uk/vtc/2017-18/17-18_3-22/_eng/unit04/close-analysis-attitude.html	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? 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?
21	Apply Gilroy's concepts of Postcolonialism to: • Black Panther - trailer and poster • Formation - music video	Brand identity - values and ideologies

	How relevant are Gilroy's ideas? Consider: • Diaspora • Colonialism impacts/consequences • Hybridity of identity • Double consciousness • Stereotyping and othering? Use the links below to help you. https://www.youtube.com/watch?v=PnUlIniWNXQ https://www.youtube.com/watch?v=GzAJCoU9dLk	Analyse the mission statements and about sections for the following texts. Summarise their brand identity and values in a short paragraph. The Times https://www.news.co.uk/our-brands/the-times/ The Daily Mirror https://www.mirror.co.uk/about-us/ Vogue https://www.vogue.com/about-us The Big Issue https://www.bigissue.com/about-the-big-issue-group/ What theories would be useful to help you analyse the brand identity and values of those texts?
28	Explain how audiences may decode advertisements in different ways. Refer to Hall's reception theory and the Super. Human. advertisement to support your points. How useful is Hall's Reception theory when analysing advertisements? Key Terms: • Preferred reading • Oppositional reading • Negotiated reading • Decoding • Encoding • Polysemy • Active audience	Explain how recent technological changes have affected the newspaper industry. Refer to The Mirror to support your points. Key Terms: • Digital convergence • Distribution • Production • Clickbait and Soft News • Falling Circulation • Ownership & control Plan a 15 mark response to the question – you need 3 clear lines of argument with supporting evidence from your case study.
5th October	How do social media influences make money? How does JJ Olatunji/KSI make money from his content? Explain three strategies, using examples from his work. https://www.gq-magazine.co.uk/article/ksi-interview-instagram https://www.bbc.co.uk/news/newsbeat-64145389 https://www.bigissue.com/culture/ksi-i-just-had-a-dream-self-belief-and-a-huge-work-ethic/	Explain how the newspaper industry reflects political contexts. Refer to The Times to support your points. Key Terms: • Gatekeeping • Agenda setting • Political affiliation Plan 3 lines of explanation. Use evidence from the whole edition of The Times that you have studied. This could take the form of a mind-map, bullet point essay plan or revision cards.
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	Research the Assassin's Creed 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 *AC3 or AC3 Liberation* was featured on the front page? Can you find any unusual ways that Assassin's Creed has been advertised?

	• A list of 4 cast members (real actors of the generation) • A suitable film production company from 1960 • A suitable age rating	
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	
2nd 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) • A suitable film production company from the 2020s • A suitable age rating	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 • 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?	Cultural industries: Using Hesmondhalgh's Cultural Industries theory, explain how video game producers minimise risk. Use your Assassin's Creed case study to support your points. You need to give 3 examples.

	https://www.youtube.com/watch?v=OjIP9EFbcWY	
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=0AAAADt-_l1GLLbaoX4Ku8eleT-ruBoPv&gclid=Cj0KCQjw3K7RBhDJARIsAKRtP5QB-JOHxQVMmJ09LNQoi8CwjGkg4HrIxTYDPAJlF9GtocX4ZfhTgrwaAmR3EALw_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 *Power & Media Industries*? 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?	Explore how this music video extract uses codes and conventions to communicate meaning. Childish Gambino - *This Is America* (2018) https://www.youtube.com/watch?v=VYOjWnS4cMY OK Go - *Here It Goes Again* (2006) https://www.youtube.com/watch?v=dTAAsCNK7RA&list=RDdTAAsCNK7RA&start_radio=1 Billie Eilish - *Therefore I Am* (2020) https://www.youtube.com/watch?v=RUQl6YcMalg Lil Nas X - *MONTERO (Call Me By Your Name)* (2021) https://www.youtube.com/watch?v=j3Sbjstnujc
7th December	How do radio programmes reach audiences through different technologies and platforms? Refer to either Woman's Hour or Have You Heard George's Podcast to support your points. Key Terms: • Digital Convergence • Regulation • Participatory Culture - Prosumer • Clay Shirky – End of Audience Create a revision resource (mindmap, revision cards, bullet point response) that explores 3 examples.	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 How might this idea be applied to regulation in the newspaper industry?
14	Explain how film companies use marketing to maintain global audiences. Refer to Black Panther to support your points. How useful are Hesmondhalgh's ideas from his Cultural Industries theory? List the key elements from Hesmondhalgh's theory and then assess the relevance.	Read the article 'Feminist perspectives on the Media' van Zoonen What does she suggest are the key differences between a: • Liberal feminist perspective? • Radical feminist perspective? • Socialist feminist perspective?

	• Formatting – star, genre, serialisation & remakes • Vertical and horizontal integration • Independent stylising • Franchising • Internationalisation	https://resource.download.wjec.co.uk/vtc/2017-18/17-18_3-1/pdf/eng/unit1/3%20representations/3c.%20Zoonen-Feminist_Perspectives_on_the_Media.pdf
21	Christmas holidays	
28	Christmas holidays	
4th 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	Choose a feature article from the *Attitude* website that you think explores issues of intersectionality.	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.

	Create a five-minute podcast explaining how the feature explores a number of different prejudices or oppressions. https://www.youtube.com/watch?v=akOe5-UsQ2o	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.
1st February	Briefly explain what is meant by conglomerate ownership. Name one media conglomerate. Explain the impact of economic contexts on the newspaper industry. Refer to the Daily Mirror to support your points. • Shifts in Consumer Behaviour: • Technological Advancements: • Patterns of ownership:	Explain how the advertising industry categorises audiences. Refer to the Tide advertisement you have studied to support your points. Give two examples. Key Terms: • Psychographics • Demographics Explain how media producers attract audiences. Refer to the 2020 Paralympic Games advertisement to support your points. Plan four examples. • Compassion fatigue • Stereotypes/counter types • Psychographics • Demographics
8	TV Crime Drama: Create character profiles for The Bridge: • Saga • Martin • Hans • Lillian • Henrik • Hanne • Lis Friis Anderson • Helle Anker • Morten Anker 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?	Compare how the representations of gender in the Paralympic games advertisement and the Riptide music video convey values and attitudes. [30] In your answer you must: • consider the similarities in how representations of gender convey values and attitudes • consider the differences in how representations of gender convey values and attitudes • make judgements and draw conclusions about how far the representations of gender relate to social contexts. https://www.youtube.com/watch?v=uJ_1HMAGb4k Create a mindmap plan to help you answer the question – you need to explore at least 3 big ideas/arguments.
15	Half term	
22	TV Drama: Create character profiles for Peaky Blinders including: • Tommy • Grace • Arthur • John • Aunt Pol • Inspector Campbell • Ada • Billy Kimber	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?

	• 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?	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?
1st 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 The Bridge. 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 The Bridge and Peaky Blinders? 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 *The Bridge* 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 of Vogue and The Big Issue, write a full essay response to the question: How have producers of the magazines used media language to coney 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	
5th April	Easter holidays	
12	Watch the rest of Season 3 of The Bridge on Click View. Apply Todorov's narrative structure to the series:	*Vogue* and colonialism intersect in complex ways, with the magazine historically functioning as a vehicle for imperialist ideals through "exoticizing" non-Western cultures, separating

	6. Equilibrium 7. Disruption 8. Recognition 9. Attempt to repair 10. New Equilibrium	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 *Vogue* 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: 1. Equilibrium 2. Disruption 3. Recognition 4. Attempt to repair 5. 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 this short video summarising some of Baudrillard's assertions about media and reality. Write down what you think the five to seven most significant ideas are. How might we apply his concepts to social media influencers? Key Terms: • Simulacra • Simulation • Hyperreality https://www.youtube.com/watch?v=5RwhEHzuulA	Read the article (below) about online magazines. How does the writer qualify what is good about these magazines? What genres are they? What content and experience do they offer? How does online content differ to print content? https://theworldsbestmagazine.com/2024/02/18/the-worlds-best-online-magazines/
3rd May	How has YouTube changed media industries? Think about the following: • What does it offer audiences (creators and viewers)? • What kind of content has been successful, and why? • How does it make money? • How does it enable creatives to make money? • How does it threaten traditional media institutions? • How have they collaborated?	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?

	https://www.youtube.com/watch?v=eAZo8PYVgQM	
10	*Peaky Blinders* was produced for the BBC and the set episode was broadcast on BBC Two. In 2014, distribution rights for the US were acquired by Netflix. Read the description of Netflix from their website here (Netflix - Overview - Profile) https://www.bbc.co.uk/news/entertainment-arts-63240333 How many paid memberships does Netflix have? How many countries does Netflix distribute content to? Consider how Hesmondhalgh's theory can be applied to *Peaky Blinders*. What do you think is the importance of the following aspects? 1. Steven Knight as writer 2. The casting of Cillian Murphy as Tommy Shelby 3. The gangster genre 4. Distribution by Netflix	How can we use Baudrillard's theories to understand JJ Olatunji/KSI from a postmodern perspective? https://www.youtube.com/watch?v=5D86_ptqd8I