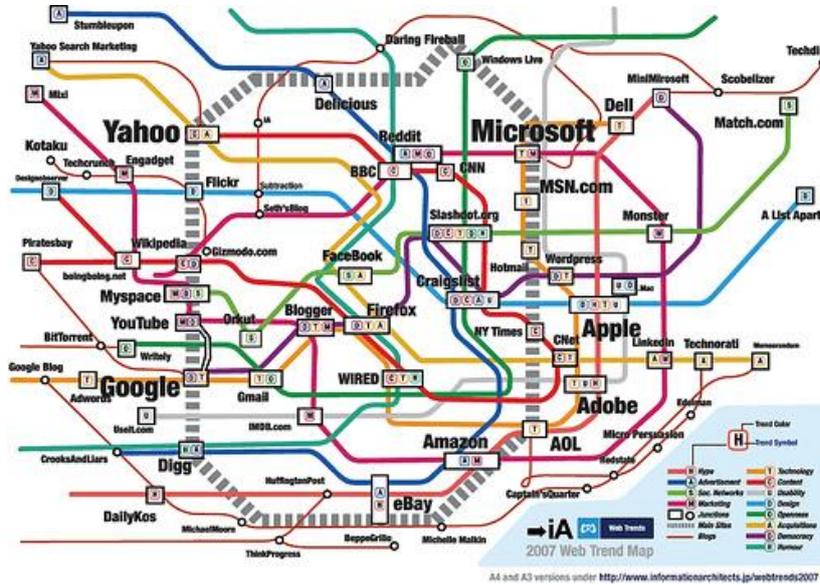




Guildford County School



A Level Media Studies Course Handbook



Introduction

A Level Media Studies is designed to enhance your enjoyment, understanding and appreciation of the media and its role in your daily life. The course introduces you both to media ideas and the practice of production, which gives you the chance to develop a real understanding of media platforms, the contemporary media landscape and the influential role of the media in today's society.

This course helps you develop your relationships with the media. As a consumer you'll become more aware of the many ways in which media messages are presented to us, as well as discovering how the institutions which produce and distribute media products are trying to reach you. And, if you want a career in media, producing and evaluating your own media productions, the course will give you a real hands-on understanding of both how media messages are created and what they are aiming to do.

As enthusiastic consumers and even sometimes producers of the media ourselves, the Media Department look forward to sharing our passion and creativity with you. The course is a diverse one, covering a wide variety of media forms and texts, some of which you will be familiar with, others not. Whether you are familiar with the forms or not, we can guarantee that once you have studied Media Studies, you will never look at a media product in quite the same way again.

Welcome to Media!

All you need to know about Assessment

Assessment Objectives – these are the skills you will need to demonstrate

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 judgements 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.

Assessment Scheme and Content – how you will be assessed

There are three elements to the assessment of Media at A level: Media Exam One which tests your understanding of the four key areas of study, focusing on two of those areas at a time; Media Exam Two which focuses on deeper understanding of the four areas; and your NEA production.

Media Exam One:

What's assessed

Section A will focus on Media Language and Media Representations. Questions in this section will test the following forms:

- advertising and marketing
- music video.

Section B will focus on Media Industries and Media Audiences. Questions in this section can test any two of the following forms:

- radio
- newspapers
- film (industries only).

How it's assessed

- Written exam: 2 hours
- 84 marks
- 35% of A-level

Questions

- A range of questions relating to an unseen source and Close Study Products.
- Two essay questions (20 marks), one of which is an extended response question.

Media Exam Two:

What's assessed

Questions will focus on the in-depth media forms of television, magazines and online, social and participatory media/video games.

How it's assessed

- Written exam: 2 hours
- 84 marks
- 35% of A-level

Questions

- One medium length question.
- Three essay questions (25 marks), one of which is an extended response question and one of which is a synoptic question.

Non-exam assessment: Creating a cross-media product

What's assessed

- Application of knowledge and understanding of the theoretical framework.
- Ability to create media products.

How it's assessed

- A choice of one of six annually changing briefs, set by AQA.
- 60 marks
- 30% of A-level
- Assessed by teachers
- Moderated by AQA

Tasks

Students produce:

- a statement of intent
- a cross-media production made for an intended audience



All you need to know about the Content

Close Study Products

What are Close Study Products?

Close Study Products (CSPs) are a range of media products that must be studied in order to meet the requirements of the specification and prepare for the exams. A 'product' means something produced by a media industry for a media audience, for example, a television programme, a website or a video game.

While CSPs are important in themselves as examples of the contemporary – and historical – media landscape, they are particularly significant to the study of the theoretical frameworks; a way of exploring the theories and debates required by the subject content.

The choice of CSPs will be reviewed regularly by the exam board.

How are the CSPs chosen?

The CSPs are chosen by the exam board and enable the study of all the following media forms:

- television
- film
- radio
- newspapers
- magazines
- advertising and marketing
- online, social and participatory media
- video games
- music video.

Some of these forms must be studied in depth: including at least one audio/visual form, one print form and one online, social and participatory media form.

What does 'in depth study' mean?

The forms you will study in depth are:

- Television (audio/visual)
- Magazines (Print)
- Online, social and participatory media
- Video games.

For this specification you will study some linked online, social and participatory media products in conjunction with associated video games.

These forms and the associated CSPs will be studied in relation to all four elements of the A Level Media Studies Theoretical Framework:

- **Media Language**
- **Media Representations**
- **Media Industries**
- **Media Audiences**

What about the forms and products that aren't studied 'in depth'?

The other forms and products must be dealt with just as thoroughly, but only in relation to one or two of the elements of the media framework, as follows:

Media Language and Media Representations

- Music videos
- Advertising and marketing

Media Industries and Media Audiences

- Radio
- Newspapers
- Film (industries only)

As with the 'in depth' CSPs, you will also need to study the ways in which these CSPs reflect the social, cultural, historical, economic and political **contexts** in which they were produced.

Is the study of all the CSPs compulsory?

The short answer is *yes*. To prepare for the two exams and the coursework (NEA) all the CSPs will need to be studied, following the guidelines set out in the CSP booklet. In addition, it will obviously be helpful to look at other examples of media products in order to practise your skills of analysis and evaluation of theoretical approaches. This will help preparation for the exam as at least one media product will be included that is *not* a CSP.

How will CSPs feature in the exams?

The first exam, **Media One** has sections on Media Language and Representations (Section A) and Media Industries and Audiences (Section B).

Section A features questions on the following forms: advertising/marketing, music videos.

Section B features questions on any two of radio, newspapers and film.

The questions themselves will focus on the theoretical framework and contexts of the media, but you will be expected to answer by reference to the relevant CSPs. Section A will also feature an unseen media product to be analysed.

The second exam, **Media Two** features questions based on all the in depth studies (Magazines, Video games and Online, social and participatory media, Television). As with Media One, the questions themselves will focus on the theoretical framework and contexts of the media, but you will be expected to answer by reference to the relevant CSPs. There is no unseen product on this paper.

Are the CSPs linked to the coursework (Non Exam Assessment)?

Yes, the range of production briefs to choose from are linked the CSPs. The knowledge and understanding built up in the study of the CSPs will help you to create your own cross-media production.

We will also explore some of the following **Media Debates**:

- **Representation**
- **Reality TV**
- **News Values**
- **Moral Panics**
- **Post 9/11 & the Media**
- **Ownership and Control**
- **Regulation & Censorship**
- **Digital Revolution**

Finally, we explore the following **Media Theories** in relation to different Media texts:

- **Gender**
- **Audience**
- **Genre**
- **Semiotics**
- **Postmodernism**



All you need to know about how you will learn

Lessons:

The lessons will focus on delivering the content of the subject. You will learn about the four frameworks and the related theorists, using a variety of contemporary and historical texts to support your understanding. You have to learn these thoroughly and you will be tested on them throughout the course. Once you are comfortable with the framework ideas, you will be introduced to the CSP linked to those frameworks and discuss the relevance of the CSP to the framework. You will be expected to take notes during lessons and need to provide a substantial folder in which to keep your notes.

Lessons are usually taught in a computer room as many of our resources are online. However, you may also use your phones or other connected devices to view relevant content. All the resources you need will be posted into Teams.

In addition to the theoretical aspect, you will begin to prepare yourself for your NEA by practising a variety of practical skills in your lessons: print media, such as magazines and adverts; moving image, for example film trailers or music videos; and online media forms such as websites and blogs. You will be expected to become proficient in all three forms in preparation for your NEA.

Homework:

The purpose of homework is to consolidate and monitor learning completed in lesson time so you may be asked to produce a text or answer an exam question. These will often be used in the next lesson, so it is vital that you do not miss deadlines. Homework will typically take 2 hours a week to complete.

Independent Study:

Independent study time is for you to expand your knowledge of the media and to experiment with your own production skills. The Independent Study Booklet which you began looking at for your transition work, will form the basis of much of your independent study work throughout the year.

Teachers:

Media Studies is currently taught by Mrs Doar (HoD), Mrs Swaisland and Mr Bramwells.

Media Studies A level – Teaching Plan

Term	Teacher 1	Teacher 2
Y12 Autumn (Paper One)	<p>Media Language p11-13:</p> <ul style="list-style-type: none"> • Semiotics (<i>Barthes</i>) • Narratology (<i>Todorov</i>) • Genre Theory (<i>Neale</i>) • Structuralism (<i>Levi-Strauss</i>) • Postmodernism (<i>Baudrillard</i>) <p>Product:</p> <ul style="list-style-type: none"> • Music Videos (Ghost Town & Letter to the Free) representation and language 	<p>Media Representation p13-14:</p> <ul style="list-style-type: none"> • Representation theories (<i>Hall</i>) • Identity (<i>Gauntlett</i>) • Feminist theory (<i>Van Zoonen</i>) • Gender performativity (<i>Butler</i>) • Ethnicity and post-colonialism (<i>Gilroy</i>) <p>Product:</p> <ul style="list-style-type: none"> • Adverts and marketing (Maybelline & Score) representation and language
Y12 Spring (Paper One)	<p>Media Audiences p16-18:</p> <ul style="list-style-type: none"> • Media effects (<i>Bandura</i>) • Cultivation theory (<i>Gerbner</i>) • Reception theory (<i>Hall</i>) • Fandom (<i>Jenkins</i>) • End of audience (<i>Shirky</i>) <p>Product:</p> <ul style="list-style-type: none"> • Radio (War of the Worlds & Newsbeat) audience and industries 	<p>Media Industries p15 – 16:</p> <ul style="list-style-type: none"> • Power and media industries (<i>Curran and Seaton</i>) • Regulation (<i>Livingstone and Lunt</i>) • Cultural industries (<i>Hesmondhalgh</i>) <p>Product:</p> <ul style="list-style-type: none"> • Film (Blinded by the Light) industries
Y12 Summer (Paper One/Two)	<p>Product:</p> <ul style="list-style-type: none"> • Television (Crime Drama) audience, language, industries, representation <p>NEA – Research and start production. Draft deadline – July.</p>	<p>Products:</p> <ul style="list-style-type: none"> • Newspapers (I & Daily Mail) audience and industries <p>NEA – Research and start production. Draft deadline – July.</p>
Y13 Autumn (Paper Two)	<p>NEA – Complete NEA by end of Sept.</p> <p>Revision for mock exams – go through the exam questions for both papers. More focus will be needed on Television long exam answers.</p>	<p>Product:</p> <ul style="list-style-type: none"> • Video Games (Tomb Raider, Metroid & Sims Freeplay) • Revise: audience, language, industries, representation
Y13 Spring (Paper Two)	<p>Product:</p> <ul style="list-style-type: none"> • Online (Teen Vogue & The Voice Online) • Revise: audience, language, industries, representation 	<p>Product:</p> <ul style="list-style-type: none"> • Magazines (Men’s Health & Oh Comely) • Revise: audience, language, industries, representation
Y13 Summer	<p>Prepare for exams</p>	<p>Prepare for exams</p>

Media Studies - What to expect...

What you can expect from the teachers...

- A commitment to providing enjoyable and interesting lessons
- Lessons which facilitate your OWN independent learning
- Provision of a safe environment where you feel free to express your opinions and ideas
- Lessons which start and finish on time
- Constructive feedback on all written work
- Practical advice on your media productions and how to improve

What we expect from you...

- To take responsibility for your OWN learning
- To arrive on time to ALL lessons
- To engage in lessons by contributing ideas and thoughts
- To make notes during lessons
- To complete all homework tasks on time
- Be proactive with regards to independent learning topics
- To meet draft and final NEA deadlines
- To use the media equipment sensibly, always signing it out and returning it to a member of the Media department.
- To ask questions if you need more guidance or reassurance



Resources List

Resource	Where to find it
English and Media Centre Media Magazine	https://www.englishandmedia.co.uk Username: AlevelMedia Password: Media2019
Edusites	https://media.edusites.co.uk/ <i>Individual logins to be assigned</i>
AQA syllabus, past papers, mark schemes, examiners' reports, sample NEA material	https://www.aqa.org.uk/subjects/media-studies/as-and-a-level/media-studies-7572
Mrs Fisher's Media Youtube channel	https://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASg
Textbooks	https://www.aqa.org.uk/resources/media-studies/as-and-a-level/media-studies/teach/textbooks <i>Available on loan from the Media Office or to purchase from Amazon</i>
TED talks	https://www.ted.com/search?q=media <i>A variety of talks on a range of media related topics</i>