

Well done for choosing to study Media at A Level... but more importantly getting through your GCSE exams! Media studies a fascinating, multi-discipline course that rewards both your knowledge and understanding of the media as well as your creative and technical skills.

**WHAT WILL THE FIRST YEAR OF COURSE COVER?**

You will be studying a selection of “media products”. We call them the CSPs, or the “Close Study Products”. They include television programmes, film, radio, newspapers, magazines, advertising and marketing, online and social media, video games and music videos. These are chosen by the exam board but there will be plenty of opportunities to study products you are interested in (either in lesson or during home learning tasks). **There will also be opportunities for you to explore areas of media you are interested in (especially in the first unit of works in which we will introduce you to the theory)**

When we study these CSPs, we will explore a multitude of theories and debates that surround that particular discipline of media. These are classified by the following “theoretical frameworks”: media language, media representations, media industries and media audiences.

Also, you will begin making your own media texts, inspired by the ones we study but also drawing on your own experience and creativity, as well as taking what is best from the media texts you love.

The full outline of the specification is below.

<https://www.aqa.org.uk/subjects/media-studies/a-level/media-studies-7572/specification>

**STUDY SKILLS FOR MEDIA STUDIES**

Media Studies at A-level requires you to look at the media in a contextualised and critical way. You need to be asking the following questions:

1. Who made this media product? (Media Industry)
2. How did they make it? (Media Language, Media Representation)
3. Why did they make it? (Media Industry)
4. What impact could this media product have on its audience? (Media Audience)

In your written answers you need to include details from the media texts you have studied and evaluate the strength of media theories

**It is important to note that this is predominantly an essay based subject.**

Year 12

Introduction to Media



Own Media



Advertising



Television



# Media

# Studies

Curriculum Road Map

Revision Paper 1 and 2



Magazines



Music Videos



NEA Launch



Theory revision



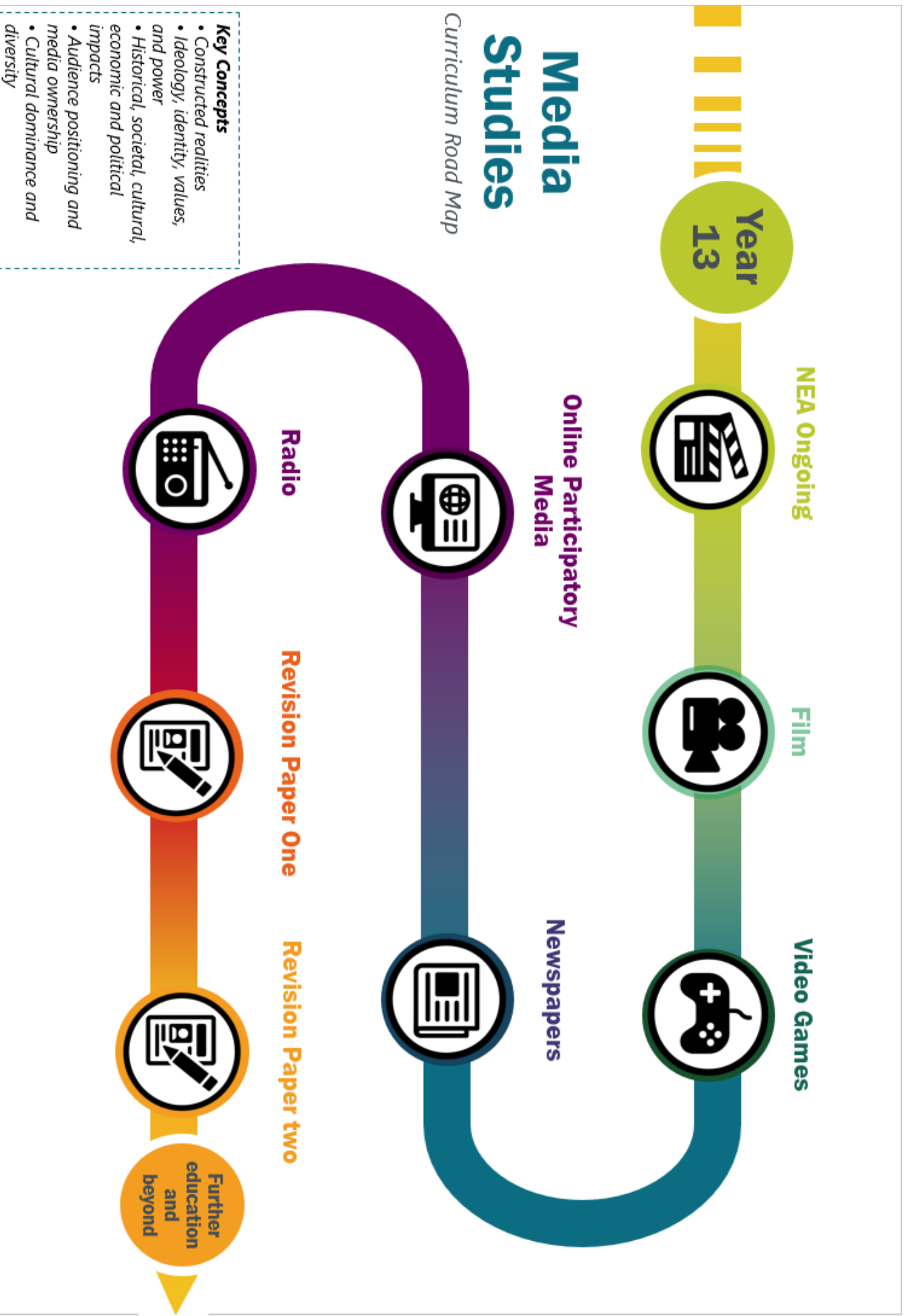
NEA Summer



Year 13

### Key Concepts

- Constructed realities
- Ideology, identity, values, and power
- Historical, societal, cultural, economic and political impacts
- Audience positioning and media ownership
- Cultural dominance and diversity



# Media Course



## AQA A-level Media Studies



### Paper 1:

- Section A: Media Language and Media Representations.
- Advertising/ marketing
  - Music video

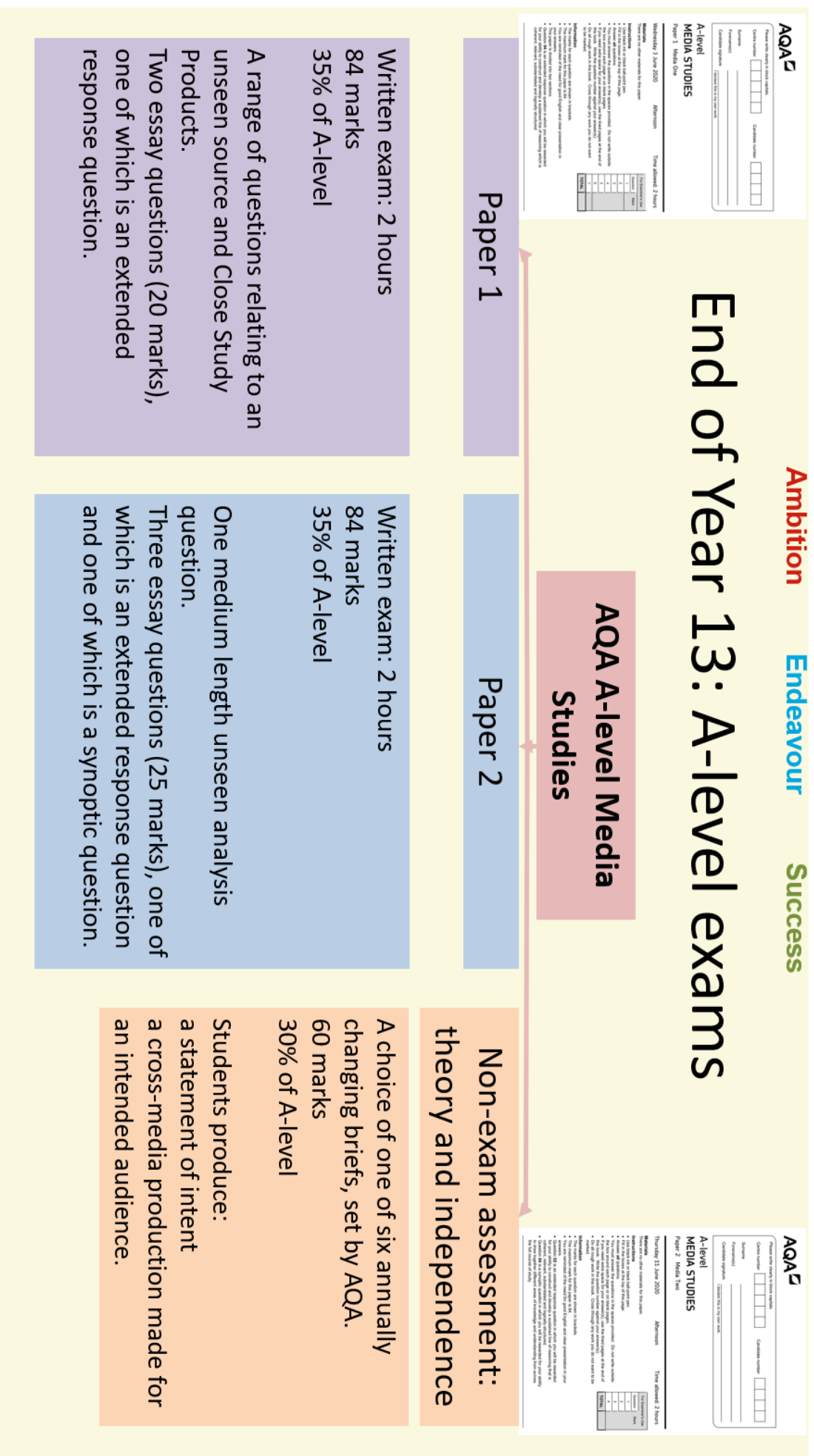
- Section B: Media Industries and Media Audiences.
- Radio
  - Newspapers
  - Film (industries only).

### Paper 2:

- Questions will focus on the in-depth media forms.
- Television
  - Magazines
  - Online, social and participatory media
  - Video games.

### Non-exam assessment: theory and independence

- Application of knowledge and understanding of the theoretical framework.
- Ability to create media products.
- A choice of one of six annually changing briefs, set by AQA.
  - a statement of intent
- a cross-media production made for an intended audience.



**The course- Paper 1- 3 hours a week**

- Start of with an introduction to media language and theory, applying to a range of media texts and opportunities to study your own interests
- Year 1, section A: unseen products, advertisements, music videos, introduction to coursework, coursework
- year 2, section B: revision of year 1, film industry, newspapers and radio

**The course- Paper 2- 2 hours a week**

- Start of with an introduction to media language and theory, applying to a range of media texts and opportunities to study your own interests
- Year 1: Television, magazines, coursework
- Year 2: Revision of year 1, online social and participatory media, video games

Home learning tasks will be set once a week from each teacher, utilising an online system.  
Below are the products we study. There are many opportunities to study your own interests.

<b>CSP</b>	<b>Framework areas</b>	<b>Contexts</b>	<b>Question Paper/Section</b>
<i>No Offence</i>	Media Language Media Representations Media Industries Media Audiences	Social, political, economic, cultural	Paper 2
<i>The Killing</i>	Media Language Media Representations Media Industries Media Audiences	Social, political, economic, cultural	Paper 2
<i>Taylor Swift</i>	Media Language Media Representations Media Industries Media Audiences	Social, political, economic, cultural	Paper 2
<i>The Voice</i>	Media Language Media Representations Media Industries Media Audiences	Social, political, economic, cultural	Paper 2
<i>Horizon Forbidden West</i>	Media Language Media Representations Media Industries Media Audiences	Cultural	Paper 2
<i>The Sims FreePlay</i>	Media Language Media Representations Media Industries Media Audiences	Social, cultural	Paper 2
<i>GQ</i>	Media Language Media Representations Media Industries Media Audiences	Social, cultural	Paper 2
<i>The Gentlewoman</i>	Media Language Media Representations Media Industries Media Audiences	Social, cultural	Paper 2

<i>The Daily Mail</i>	Media Industries Media Audiences	Social, political, economic, cultural	Paper 1 Section B
<i>The Guardian</i>	Media Industries Media Audiences	Social, political, economic, cultural	Paper 1 Section B
<i>Old Town Road</i>	Media Language Media Representations	Social, political, economic, cultural	Paper 1 Section A
<i>Ghost Town</i>	Media Language Media Representations	Historical, social, political, economic, cultural	Paper 1 Section A
<i>Score</i>	Media Language Media Representations	Historical, social, cultural	Paper 1 Section A
<i>Sephora</i>	Media Language Media Representations	Social, cultural	Paper 1 Section A
<i>The War of the Worlds</i>	Media Industries Media Audiences	Historical, social, political, cultural	Paper 1 Section B
<i>Newsbeat</i>	Media Industries Media Audiences	Social, cultural	Paper 1 Section B
<i>Blinded by the Light</i>	Media Industries	Social, economic, cultural	Paper 1 Section B

## An introduction to Media Language

- **Semiotic analysis**- the study of signs and culture to decode a text- Our interpretations of what we see are a product of culture
- It looks at how signs are used to construct meaning

Semiotic analysis:

### Ferdinand de Saussure and Semiotics

A Swiss linguist (studied language), he is commonly regarded as a key figure in **structuralism**.

He is regarded as the founder of **SEMIOTICS** which can also be referred to as **SEMIOLOGY**.

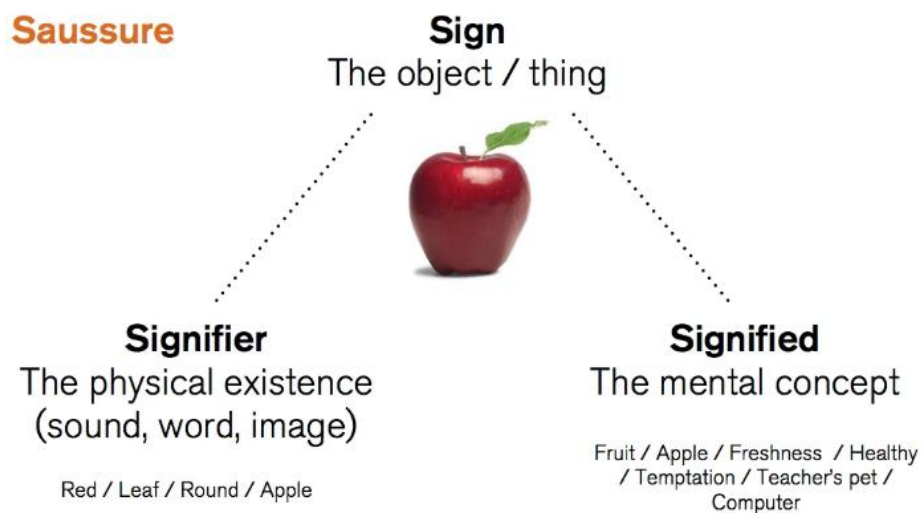
For our purposes, we can see **semiotics** as seeking to precisely explain how **structuralism** works. In other words, how do we link to those underlying structures of meaning?

**Semiotics** can best be defined as “the study of **SIGNS**”. When we read **signs** we are said to be **DECODING** them.

**Signs** may be anything from which meanings may be generated (such as words, images, sounds, gestures, objects and media techniques). What signs can you see in this classroom?

Every **sign** is composed of:

- a '**SIGNIFIER**': the form which the sign takes.
- the '**SIGNIFIED**': the concept it represents.



### Semiotic Analysis:

How are meanings created in the products below?



A black and white photograph of a man in profile on the right, blowing a plume of smoke from a cigarette into the face of a woman on the left. The woman has long dark hair and is wearing a white tank top. The background is a soft, out-of-focus yellow.

**Blow in her face and she'll follow you anywhere.**

Hit her with tangy Tipalet Cherry. Or rich, grape-y Tipalet Burgundy. Or luscious Tipalet Blueberry. It's Wild! Tipalet. It's new. Different. Delicious in taste and in aroma. A puff in her direction and she'll follow you, anywhere. Oh yes... you get smoking satisfaction without inhaling smoke.



Smokers of America, do yourself a flavor. Make your next cigarette a **Tipalet®**.

New from Muriel. About 5 for 25¢.





**Just 1 minute, Young Lady!**

We overheard that plaint . . . "If my hair looks such a mess *one more* night, I'll kill myself!" So give us *one minute!* Because Charles Antell guarantees that in just one minute Formula 9 will give you healthier-looking, more beautiful hair. And this guarantee is unconditional!

Frankly, you're going to use something on your hair. Everyone does. From men who use greasy, sticky, dust-catching pastes (that fool nobody!) . . . to girls who use vegetable and mineral oils which cling and stay only on hair surface and do no real good at all. So, men and women, why not quit kidding yourselves? What you need is something similar to the natural oil which assures the health and beauty of your own hair. Only lanolin is exactly that! And you get the most and best of lanolin that your hair can absorb only in Charles Antell Formula 9. This "penetrating lanolin" compound brings your hair new highlights, liveliness, shapeliness, and loveliness almost instantly. And it must work for you as it has for millions of other men and women, or you can get more than your money back. The Antell "minute miracle" is proof positive! Never before have so many people found so great a help for so much improvement in *healthy-hair* beauty in so short a time.

So go to your nearest drug, chain, department store, or supermarket today and get Formula 9. And remember, your progressive barber or beauty shop can give you professional hair care with Charles Antell Formula 9 and Shampoo, too.

# Charles Antell

## FORMULA 9 and SHAMPOO

During this introduction, the regular size Formula 9 plus the gift of the regular 8 oz. shampoo costs only \$2. And the large family size, plus gift of 16 oz. shampoo, costs only \$3. If for any reason you return the Formula 9 and get your money back, *keep* the gift shampoo . . . and you have, "more than your money back!"



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Fashion's new favorite! Van Roll collar in Oxford cloth. New, soft, rounded collar, without stays.

The roll's the thing! Van Roll button-down spread in Oxford. Curves from neck to collar point.

College and alumni tradition! Button-down in Oxford cloth. Casual yet always dressy.

Rumor has it that even he would gladly swap his boar's teeth for a Van Heusen Oxford!

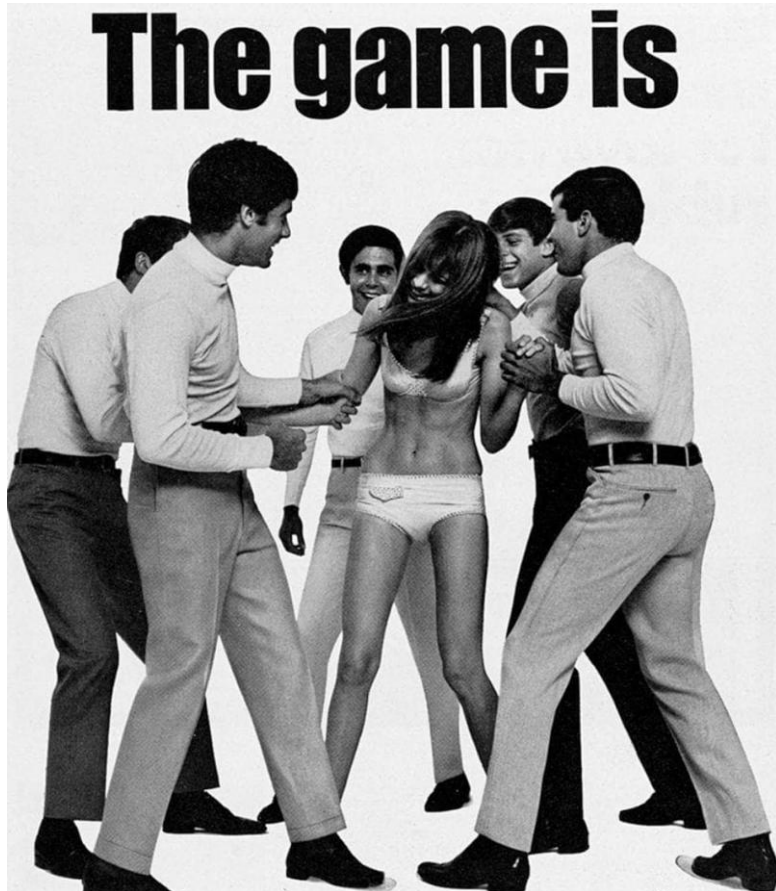
Style sensation! Van Roll collar in Oxford cloth . . . rolls as it spreads . . . for a more casual look.

*4 out of 5 men  
want Oxfords  
...in these new  
Van Heusen styles*

Come in whites, colors and stripes. Only **\$4.50**  
*A new shirt free if your Van Heusen shrinks out of size.*  
 The ties: Van Heusen Oxford Shirtmates, \$1.50  
 Phillips-Jones Corp., N.Y. L. N.Y. Makers of Van Heusen Shirts • Sport Shirts  
 Ties • Pajamas • Handkerchiefs • Underwear • Suspenders • Collars  
 and the famous Van Heusen Century Shirt with the soft collar that won't wrinkle ever.

**Van Heusen** REG. U. S. P. shirts  
*"the world's smartest"*

# The game is



Ring around Rosie. Or Carol. Or Eleanor, etc. Fun. But you can only play if you wear Broomsticks slacks. Hopsacks, twists, twills, flannels in blends of Acrilan® and rayon for permanently pressed good looks. Play styles. Game colors. To help make you a winner. But if you don't want to play our way—take off our pants and go home.

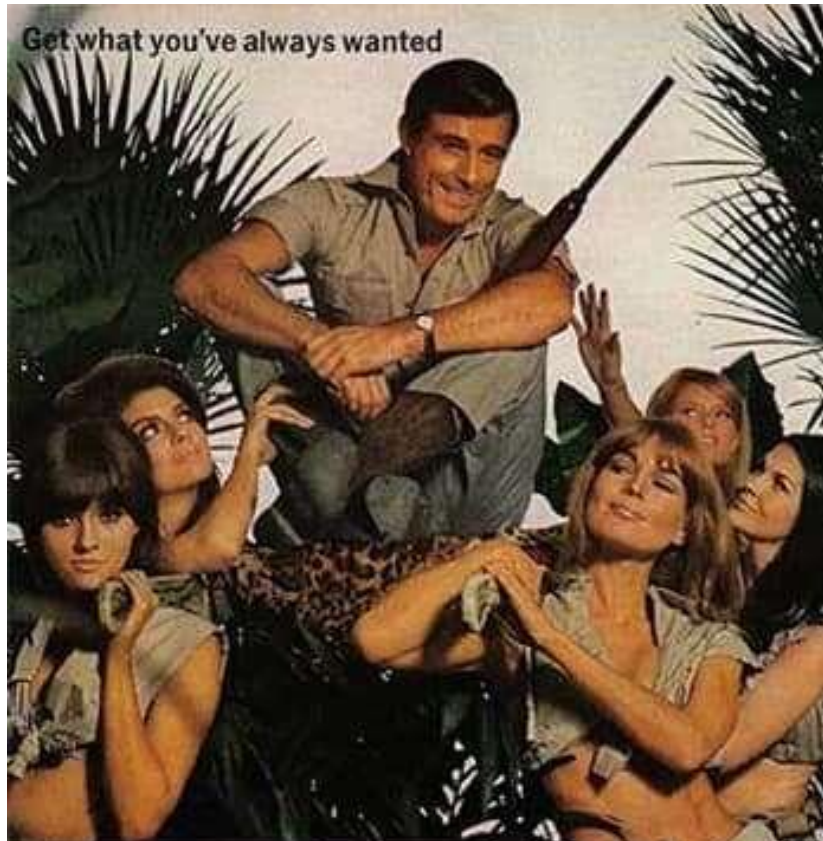
**BROOMSTICKS**

PLAY PRICE: \$10. SLACKS BY GLEN OAKS. 16 EAST 34 STREET, NEW YORK CITY








Get what you've always wanted



the great grooming action  
of a hair cream from a liquid.

If you haven't been getting all you want from a liquid hair groom, get new Score Liquid. Gives you the great grooming action of a cream. That's because new clear Score Liquid is made by the men who make clear Score Hair Cream. So you get great grooming action. And you also get Score's famous greaseless look. Score's famous masculine-scent.



**Score Liquid Hair Groom**

Score - Three Maps,™ Hair Cream, Spray Deodorant, & Liquid Hair Groom.

**Example Language paper 1 question 1 (meanings)**

How is desire created in **figure 1**? Write a paragraph analysing the product.



## **Summer preparation- Hand in work to Mr Gray first week back**

### **Task one**

Get prepared for A level Media. You will need:

A3 Lever arch ring binder: **Front: theory work for both papers/ assessment work, Second: Paper 1, Third: paper 2.**

Dividers

Plastic wallets

### **Task two- annotations (30 minutes)**

Work through the unseen media products in this booklet.

- What meanings are created?
- How has context influenced the products?
- How has target audience and purpose of the product influenced the product?
- What representations and narratives are created?

### **Task three- research, analyse, write (30 minutes)**

Today in the introductory session, we looked at how signs create meanings (often based on context and to form ideologies. Your task is to analyse a product of your choice (something you are interested in). It could be a: music video, game cover, album cover, advert to something you are interested in, TV poster...

Analyse the signs in the product and the meanings that are created. Think about how context, purpose and audience may have shaped these.

Then, like today, have a go at answering a question 1 based on the product you have chosen:

**'How are meanings created in the product?'**

### **KEY RESOURCE:**

Media Theory for A Level: The Essential Revision Guide

[https://www.amazon.co.uk/Media-Theory-Level-Essential-Revision/dp/1032421029/ref=asc\\_df\\_1032421029?mcid=a25ba531b55936fba7bdeb9aba7757da&th=1&psc=1&hvocijid=16527522865246262319-1032421029-&hvexpln=74&tag=googshopuk-21&linkCode=df0&hvadid=696285193871&hvpos=&hvnetw=g&hvrnd=16527522865246262319&hvpone=&hvptwo=&hvgmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1007064&hvtargid=pla-2281435177178&psc=1&gad\\_source=1](https://www.amazon.co.uk/Media-Theory-Level-Essential-Revision/dp/1032421029/ref=asc_df_1032421029?mcid=a25ba531b55936fba7bdeb9aba7757da&th=1&psc=1&hvocijid=16527522865246262319-1032421029-&hvexpln=74&tag=googshopuk-21&linkCode=df0&hvadid=696285193871&hvpos=&hvnetw=g&hvrnd=16527522865246262319&hvpone=&hvptwo=&hvgmt=&hvdev=c&hvdvcmdl=&hvlocint=&hvlocphy=1007064&hvtargid=pla-2281435177178&psc=1&gad_source=1)

Media studies website:

<https://media-studies.com/>

**Have a lovely Summer and Mr Gray and Mr Morton will See you in September!**

**Any questions? Please email: [mgray@forgevalley.sheffield.sch.uk](mailto:mgray@forgevalley.sheffield.sch.uk)**