

MEDIA STUDIES A-LEVEL



Eduqas



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This evening I
am going to tell
you about:

- Defining Media Studies
- Course structure and Assessment
- Skills and Future Prospects
- 100 min lessons



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Defining Media Studies

- Media Studies is the academic study of communication methods of the contemporary age. We analyse the media through **9 different** media formats (17 Case Studies) within 5 distinct areas of study which make up the **theoretical framework**.



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9 Media Formats

- Advertising & Marketing
- The Film Industry
- Radio / Podcasts
- Music Videos
- Newspapers
- Videogames
- Television
- Magazines
- Online Media

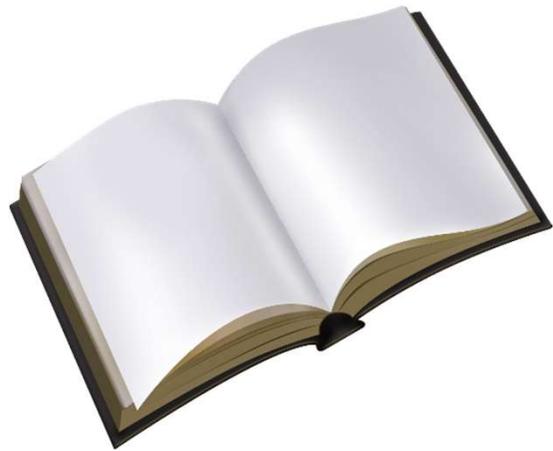


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The Theoretical Framework

MEDIA LANGUAGE



- How a media text communicates a deeper (connotative) message for an audience.
- How media texts respond to, and shift, in conventions befitting their form and genre.
- How media texts construct and utilise narrative elements.



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The Theoretical Framework

REPRESENTATION



- How media texts respond to stereotypes of existing groups/individuals.
- How media texts construct/reflect specific ideologies.
- How to utilise contemporary world contexts as part of media analysis, including theoretical attitudes towards feminism and post-colonialism.



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The Theoretical Framework

INDUSTRIES



- How conglomerates behind mass media consumption behave and what they value.
- How the rise of independent creators has shaped the world of media consumption.
- The impact of the internet and digital technologies on various media formats.



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The Theoretical Framework

AUDIENCES

- How audiences engage and interact with the products that they consume.
- How perceptions of reality and attitudes/behaviours can be affected by the media.
- The harmful/dangerous side of media and how this is regulated.



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The Theoretical Framework

CONTEXTS

- The background contexts of the case studies we analyse, including:
 - ▣ Historical
 - ▣ Social & Cultural
 - ▣ Economic
 - ▣ Political



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Theoretical Study

- Barthes
- Todorov
- Neale
- Levi-Strauss
- Baudrillard
- Stuart Hall (x2)
- Gauntlett
- Van Zoonen
- hooks
- Gilroy
- Curran & Seaton
- Livingstone & Lunt
- Hesmondhalgh
- Blumler & Katz
- Bandura
- Gerbner
- Jenkins
- Shirky



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Course Structure

- 70% Exam (2 papers)
- 30% Coursework



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What can I expect from the coursework?

- You will be required to make a cross-media production. This will include an audio-visual product and a print product. This will likely be a music video.
- The exam board will specify a level of industry and a target audience. The rest will be up to you!

What we provide

- Tripods, grips, and film lenses.
- Adobe Creative Cloud:
 - Photoshop
 - Premiere
- Greenscreen
- Lighting kits
- Steady-Cam
- Track & Dolly
- Trained and professional experience.

What skills will I develop?

- Analysis
- Exam/Essay Writing
- Utilising academic theories
- Media Production
- Critical Debate
- Wider understanding of the most commonly spoken language of the modern era.

What subjects/careers work well with Media?

- English Lit/Lang
- Sociology
- Economics
- Business
- Psychology
- History
- Politics
- Photography
- Graphics
- Art
- Drama

What careers can Media lead to?

- Marketing
- Content Creator
- Film/TV Production
- Broadcast production
- Game development
- Website Design
- Publishing
- Journalism
- Corporate business
- Media analyst
- Copywriter
- Any career in which the internet or digital technology plays a factor.

How does the 100 minute lesson benefit this course?

With 100 minute lessons we are able to explore our content with more nuance and delve deeper into our discussions around the lesson's focus.

This means that complex discussions that require real exploration have more time to be adapted and practised with, securing deeper understanding of the most difficult to grasp criteria.

Are there any questions?

Component 1 – Media Products, Industries and Audiences						
Theoretical framework	Advertising and Marketing	Film (cross-media study, including film marketing)	Music video	Newspapers (in-depth study)	Radio	Video games
Media language	Section A		Section A	Section A		
Representation	Section A		Section A	Section A		
Media industries		Section B		Section B	Section B	Section B
Audiences	Section B			Section B	Section B	Section B
Media contexts	Sections A and B	Section B	Section A	Sections A and B	Section B	Section B

Component 2 – Media Forms and Products in Depth			
Theoretical framework	Television	Magazines	Online, social and participatory media
Media language	Section A	Section B	Section C
Representation	Section A	Section B	Section C
Media industries	Section A	Section B	Section C
Audiences	Section A	Section B	Section C
Media contexts	Section A	Section B	Section C