



GET READY TO STUDY A LEVEL MEDIA STUDIES

If you are planning to study A Level Media Studies with us in September, please review this document and complete the required activities. Please bring the completed activities with you at induction.

FAQ

What specification will I study?

You will be studying the Eduqas Media Studies A Level

Use the weblink or QR code to read about the specification and you can also view past papers to see what the assessment looks like.

[AS and A Level Media Studies | Eduqas](#)

How many lessons will I have a week?

You'll have 4 lessons a week, each lesson is 1 hours and 10 minutes

Who can I contact if I have a question about this subject?

Kira Tudor: k.tudor@barnsley.ac.uk

What subjects go well with Media Studies?

Film Studies, History, Combined English Language and Literature, Art, Business

What grades should I have?

In addition to the general sixth form entry requirements, learners must have grade 5 or above in GCSE English Language.

WHAT WILL I STUDY?

You will study the four core areas of the media theoretical framework; media language, representation, industries, and audiences across a range of media forms. You will study the media forms alongside media contexts, focusing on the set texts in detail—these include historical, economical, cultural and social, and political. You will also study media theorists and will learn how to evaluate their research, linking them to the set texts.

Year 1:

- Advertising & marketing
- Magazines
- Online media (*Zoella* and *Attitude Magazine*)
- Film and film marketing (*Black Panther* and *I, Daniel Blake*)
- Music videos (*Riptide* by Vance Joy and *Turntables* by Janelle Monae)
- Coursework introduction

Year 2:

- Coursework production and submission
- Radio (*Have You Heard George's Podcast?*)
- Television (*The Returned* and *Black Mirror*)
- Newspapers
- Video games (*Assassin's Creed* franchise)

The course is structured this way so that you gain knowledge about the coursework briefs in preparation for your planning in year one.

The coursework element makes up 30% of your overall grade. You will be given a choice of four media briefs to work from and will create two media products as part of a package.

At the end of Year 2 you will sit two exams, each worth 30% of the overall grade. The first exam will include one unseen audio-visual text and one unseen print text for you to analyse. There will be a range of question types and mark weightings on different areas of the theoretical framework. The second exam has three sections and will require extended essay style answers. It will also ask you to evaluate media theorists.

The course develops a thorough understanding of the contemporary media landscape and will allow you to study a variety of media forms.

WHAT WILL I NEED?

To study the course you will need the following equipment:

- Two folders with dividers (one for each exam)
- Cornell notebook
- Pens and pencils
- Highlighters
- A ruler
- A smaller folder for coursework

Students also find it useful to have:

- Blank flashcards
- Blank paper
- A level Media studies revision guide
- Access to the materials studied- physical or digital versions (most of these will be provided for you)

FIND OUT MORE

These activities are to help broaden your understanding of the subject in preparation for studying this subject at an advanced level.

Careers	Careers, jobs and skills training in film, TV, VFX, animation and games - ScreenSkills
Social Media	The Media Insider on Twitter @MrHunterMedia
YouTube	Mrs Fisher - YouTube
Further Reading / Useful websites	• Media Studies Eduqas Revision Guides • <i>Convergence Culture</i> by Henry Jenkins (2006) • <i>Media Theory for A Level</i> by Mark Dixon (2019) • Guardian Culture section: https://www.theguardian.com/uk/culture • BBFC Education resources: https://www.bbfc.co.uk/education/secondary-students

INDUCTION TASK

THIS WORK IS DUE FOR:

**Your Induction Lesson.
Please ensure you bring it
with you!!**

**If there are any questions about this
work, you can email:**

k.tudor@barnsley.ac.uk

Compulsory Tasks

You will need two A4 folders for Media Studies to organise your notes, revision, and resources. It is recommended that you bring the work in that folder. It is also recommended that you organise your folders with dividers.

Each task focuses on one of the core theoretical areas studied in A Level Media Studies:

1. Media Language
2. Representation
3. Audience
4. Industry

For each task you must:

- Research the theory
- Explain the key ideas
- Apply the theory to a media product of your choice
- Present your findings clearly and creatively

(You must analyse a product of your choice for each task. This must be either:

- Film Print advert
- Music Video
- Print advert
- Newspaper)

Task 1 — Media Language

Claude Lévi-Strauss: Binary Opposites

Theory Focus

Research the theory of Binary Opposites by Claude Lévi-Strauss.

Lévi-Strauss argued that media texts are often built around opposites or conflicts, for example:

- Good vs Evil

Your Task

Choose ONE media product:

Research the theory and then analyse:

- What binary opposites appear in the text
- How these oppositions create conflict or meaning

- How media language (camera shots, editing, sound, costume, colour etc.) helps communicate these oppositions

Task 2 — Representation

Stuart Hall: Representation & Stereotyping

Theory Focus

Research the representation theory of Stuart Hall.

Your Task

Choose ONE media product that represents:

- Gender
- Ethnicity
- Age
- Social class
- Disability
- Sexuality

Analyse:

- How people or groups are represented
- Whether stereotypes are reinforced or challenged
- What messages or values are communicated

Task 3 — Audience

Research Stuart Hall's Encoding and Decoding theory.

Your Task

Choose ONE media product from the list above.

Research the theory and explain:

- What message the producer is trying to communicate
- How different audiences may interpret the text differently
- Which readings audiences may take

Task 4 — Industry

Curran and Seaton: Media Ownership and Power

Theory Focus

Research the theory of James Curran and Jean Seaton.

Research into Netflix.

Investigate:

- Who owns the company
- How the company makes money
- How ownership affects content
- Whether media ownership limits diversity and creativity

Recommended resources to look at:

- Media Studies Eduqas Revision Guides
- *Convergence Culture* by Henry Jenkins (2006)
- Mrs Fisher's Youtube channel
- *Media Theory for A Level* by Mark Dixon (2019)
- Guardian Culture section: <https://www.theguardian.com/uk/culture>
- BBFC Education resources: <https://www.bbfc.co.uk/education/secondary-students>

Media Key Terms and Techniques

Key Term	Definition
Graphics and logos	
Editing	
Shot size	
Camera movement	
Lighting	
Costume	
Props	
Setting/location	
Model performance	
Language techniques	
Mode of address	
SFX	
Images	
Slogan	
Iconography	
Colour scheme	
Star billing	
Audience	
Narrative	
Genre	
Connotation	
Sound effects	
Soundtrack	

Mise-en-scene	
Intertextuality	