Introduction:

Media studies A Level gives students the skills to study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. The following forms are studied: newspapers, magazines, television, online, social and participatory media, advertising and marketing, film, music video, radio and video games. Students will gain analytical and production skills across a range of platforms. Students will apply their understanding through the construction of individual media products using industry software. The skills acquired are transferable to many jobs, and hobbies, inside and beyond the media sector.

Theoretical Framework:

Each exam question is based around one area of the theoretical framework therefore, it is vital you understand these:

1) **Representation – (Rep):**
   this is how the media portray events, issues, individuals and social groups.

2) **Media Language – (ML):**
   this is how the media through their forms, codes and conventions communicate meanings.

3) **Media Industries – (MI):**
   this is how the media industries’ processes of production, distribution and circulation affect media forms and platforms.

4) **Audiences – (Aud):**
   this is how media forms target, reach and address audiences, how audiences interpret and respond to them, and how member of audiences become producers themselves.

In addition to the one area of the theoretical framework, the exam question can also be linked to media context.

Media Contexts:
1) **Social and Cultural Contexts:**
   - how genre conventions are socially relative
   - the effect of the social and cultural context on representations
   - how and why particular social groups, in a national and a global context, maybe under- represented or misrepresented
   - how audience response to and interpretations of media products reflect social and cultural circumstances.
2) **Historical Contexts:**

- how genre conventions are historically reflective and dynamic
- the effect of historical context on representations
- the relationship of recent technological change and media production, distribution and circulation
- the way in which different audience interpretations reflect historical circumstances

3) **Political Contexts:**

- how media products reflect the political contexts in which they are made through their representations, themes, values, messages and ideologies
- how media products reflect the political contexts in which they are made through aspects of their ownership and political orientation, production, distribution, marketing, regulation, circulation and audience consumption

4) **Economic Contexts:**

- how media products relate to their economic contexts in terms of:
  - production, distribution and circulation in a global context
  - the signification of patterns of ownership and control
  - the significance of economic factors, including funding

**Task One:**

Make notes on the above areas of the theoretical framework and the different areas of context. Anything that you do not understand please research online in further detail.

**Media Theorists and Theories**

**Task Two:**

Read up on the theorists below, write a brief overview of each theory:

**Media Language**
- Semiotics - Roland Barthes
- Narratology - Tzvetan Todorov
- Genre theory - Steve Neale
- Structuralism - Claude Lévi-Strauss
- Postmodernism - Jean Baudrillard

**Representation**
- Theories of representation - Stuart Hall
- Theories of identity - David Gauntlett
- Feminist theory - Liesbet van Zoonen
- Feminist theory - bell hooks – (why does bell hooks name not begin with a capital letter?)
- Theories around ethnicity and postcolonial theory - Paul Gilroy

**Media Industry**
- Power and media industries - Curran and Seaton
- Regulation - Sonia Livingstone and Peter Lunt
- Cultural industries - David Hesmondhalgh
Audience
Media effects - Albert Bandura
Cultivation theory - George Gerbner
Reception theory - Stuart Hall
Fandom - Henry Jenkins
End of audience’ theories - Clay Shirky

Task Three:

Attached is a Glossary of all relevant Media subject terminology and their definitions. **Divide the amount of words into five weeks and each week, learn that set amount with their definitions.** Ask a family member to test you on them!

Task Four:

Read the attached set product on ‘Tide’, a set product is something you must learn for your final examinations in 2022. Make notes on representation of gender and consider the historical and social and culture context from the 1950’s. Then attempt to answer the following exam style question ‘**How is gender represented in the advertisement Tide?**’ You should aim to write four paragraphs. Consider the images and the language used and then link it to the 1950’s. There is plenty online to help you with this. Challenge yourself by trying to include a theory from your list on ‘representation’. This needs to be emailed to me by **4th September 2020**.

A good resource to help you with this is Becky Fisher’s video on YouTube.

https://www.youtube.com/watch?v=ltUicjNSID4

Task Five:

Wider reading, resources and extra tasks are available by opening the following links:

https://www.amazon.co.uk/WJEC-Eduqas-Media-Studies-Level/dp/1911208101/ref=sr_1_1?crid=KX14CUOHCGYF&dchild=1&keywords=eduqas+media+studies+a+level&qid=1591902287&s=prefix=eduqas%2Caps%2C134&sr=8-1

https://resources.eduqas.co.uk/Pages/ResourceByArgs.aspx?subId=20&lvlId=1

https://www.youtube.com/watch?v=ltUicjNSID4

I look forward to welcoming you all to Media Studies in the new academic year.

Best wishes,

Miss Z Smith
Subject Leader
Media Studies.

Email: zsmith@harlington.org