



**Taverham Sixth Form
A-level Media Studies
Transition Booklet 2019**

Name

Why study Media Studies?

'If people in the media cannot decide whether they are in the business of reporting news or manufacturing propaganda, it is all the more important that the public understand that difference, and choose their news sources accordingly.'

Thomas Sowell – American economist and social theorist

In 2019 the importance of the media cannot be underestimated. We are creatures who feed off the media. It shapes our views on the world we live in. It helps connect and disconnect. It incites violence and hatred, but also spreads love and wonder. It wins and loses elections. It widens our horizons and narrows others. It helps us choose what to eat while telling us what we should look like and how we should feel. It saves us time as well as wastes our time. It is the way we meet like-minded people; the way some find love. It turns us into chefs, make-up artists, body coaches, social commentators, celebrities, political activists, experts, fools, pranksters. It gives us all a voice; a chance to be citizen journalists, have our own channel and create an income. It provides validation while also singles people out. It has blurred the lines between wrong and right, real and fake.

How can we not study the media and the effect it has on us? To study the media is to study how it works, why it works and the way it changes people. It gives us the ability to question what we see and how we interact. Studying the media will hopefully change the way you think and provide you with new theories and ideas which will help make sense of the influence the media has on us.

Course Structure

Component 1: media products, industries and audiences

Written examination: 2 hours 15 minutes

35% of qualification

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of two sections:

Section A: analysing media Language and representation

This section assesses media language and representation in relation to two of the following media forms: advertising, marketing, music video or newspapers. There are two questions in this section:

- one question assessing media language in relation to an unseen audio-visual or print resource
- one extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts

Section B: understanding media industries and audiences

This section assesses two of the following media forms – advertising, marketing, film, newspapers, radio, video games - and media contexts. It includes:

- one stepped question on media industries
- one stepped question on audiences

Component 2: media forms and products in depth

Written examination: 2 hours 30 minutes

35% of qualification

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

Section A – television in the global age

There will be one two-part question or one extended response question

Section B – magazines: mainstream and alternative media

There will be one two-part question or one extended response question

Section C – media in the on-line age

There will be one two-part question or one extended response question

Component 3: cross-media production

Non exam assessment

30% of qualification

An **individual** cross-media production based on **two forms** in response to a **choice of briefs set by WJEC**, applying knowledge and understanding of the theoretical framework and digital convergence.

Course Content

A-level in media studies is designed to broaden your understanding of how media products have an impact and influence society. You will be studying across the media and investigate a range of forms and conventions such as:

- film
- television
- radio
- music video
- advertising
- video games

Assessment Objectives

A01

Demonstrate knowledge and understanding of:

- the theoretical framework of media
- contexts of media and their influence on media products and processes.

A02

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

A03

Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.

As the course is a linear subject these skills are assessed via your summative exams at the end of your two year study. Throughout your studies you will be given formative assessments to check your understanding and progress against these assessment objectives. These assessments may take the form of:

- extended essays
- case studies
- presentations
- student-led teaching / student-led activities
- group/team assessments
- exam style questions

You will receive regular feedback and guidance on your progress against the assessment objectives.

Summer Task 1

Set Products – Audio Visual (Component 1)

Watch the following films in preparation for studying them in more depth:

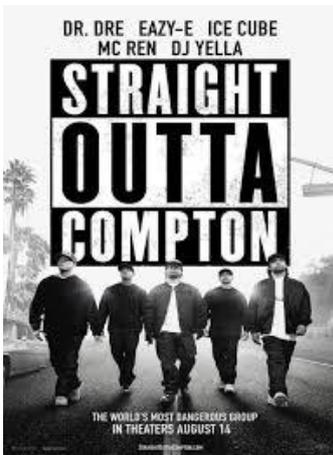
I, Daniel Blake (Wild Bunch/Why Not/BBC - 2016)

Black Panther (Marvel Studios/Walt Disney Pictures – 2018)

Write a 200 word review of each film.

Answer Who do you think the film is targeted at (consider age, gender, social class, ethnicity)?

Find three examples from each film that back up your previous answer. This could relate to style, soundtrack, narrative, director, etc.



Summer Task 2

Set Products – Print (Component 1)

'If you don't read the newspaper, you are uninformed. If you do read the newspaper, you are misinformed.'

(attributed to Mark Twain)

Answer What do you think this quote means? To what extent do you agree?
(no more than 250 words)

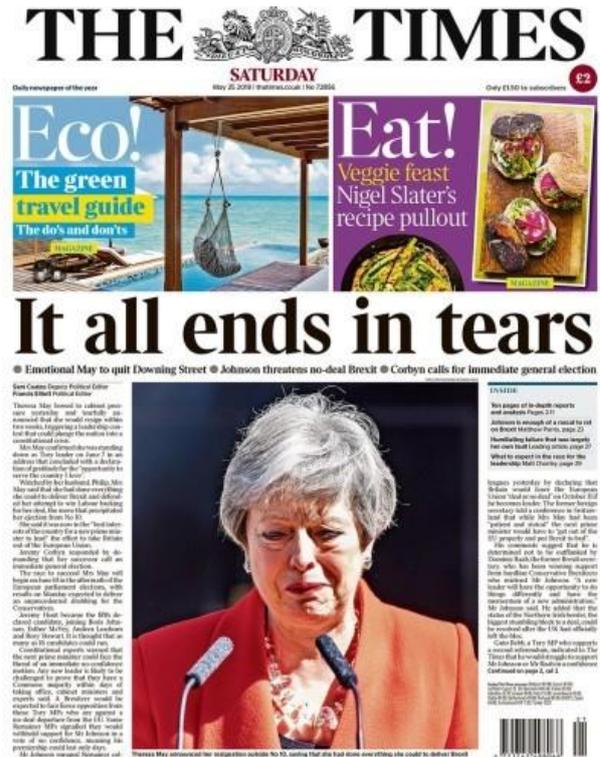
Research the background of the following newspapers:

The Times

Daily Mirror

This should include: when they started out; style of journalism (tabloid or broadsheet and what this means); circulation (how many copies they sell); which company owns the newspaper, their political slant and what kind of audience they target.

Compare the two front covers attached below:



Answer How does each cover represent the event of Theresa May's resignation?

Please bring the work to our first lesson in September.

Have a great summer!

Miss J Webb: j.webb@taverhamhigh.org

Mrs V Hanson: v_hanson@taverhamhigh.org

(please note there is an underscore _ in Mrs Hanson's email address)