



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?

Brittany Holmes: b.holmes@barnsley.ac.uk

What subjects go well with Media Studies?

Film Studies, History, English Literature, English Language, 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
- Newspapers
- Radio (*Have You Heard George's Podcast?*)
- Film and film marketing (*Black Panther* and *I, Daniel Blake*)
- Video games (*Assassin's Creed* franchise)
- Music videos (*Riptide* by Vance Joy and *Turntables* by Janelle Monae)
- Coursework introduction

Year 2:

- Coursework production and submission
- Television (*Killing Eve* and *Tehran*)
- Online media (*Zoella* and *Attitude Magazine*)
- Magazines (*Vogue* and *The Big Issue*)

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:

- A folder with dividers
- Lined paper
- Pens and pencils
- Highlighters
- A ruler

Students also find it useful to have:

- Blank flashcards

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	<ul style="list-style-type: none">• 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:**

b.holmes@barnsley.ac.uk

Compulsory Tasks

You will need an A4 folder 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 folder with dividers.

1. Annotate and analyse **4 different video adverts** on YouTube using the list of key terms and techniques on page 8. Paste a link to the adverts or write down the title of the adverts that you use in your work.

You must include:

- 1 charity advert (for example: Save the Children, Water Aid, WWF)
- 1 film trailer
- 1 household product advert (for example cleaning products, furniture, DIY)
- 1 car advert

The adverts should be no more than 5 years old.

2. Analyse **4 different print adverts** using the list of key terms and techniques on page 8. Save, print, or cut out the adverts that you use.

You must include:

- 1 charity advert
- 1 film poster
- 1 household product advert
- 1 car advert

The adverts should be no more than 5 years old.

3. Buy or find a physical copy of one of these newspapers: **Daily Mirror** or **The Times**.
 - a. Look at the front cover of your newspaper and write approximately 350 words on the following:
 - The main image(s)
 - Political messages
 - Front cover story or stories
 - Language techniques
 - b. Find a double page spread in the newspaper (an article feature that spans two pages) and write approximately 350 words on the following:
 - The main image(s)
 - Content of the story or stories
 - Language techniques
 - Design techniques – layout of the pages, colours

Additional tasks:

4. Find a **full-page advert** in your newspaper and write some analysis for each bullet point:
 - Does the product appeal to you? If not, why not? If it does, why does it?
 - Who do you think the target audience of the product show is? Consider age, gender, and social status.
 - What techniques does the producer use to appeal to the audience (even if you do not feel like it appeals to you)? Use the terminology list on page 8 to help identify the techniques.

5. Choose one of the adverts or newspaper articles that you have already looked at that **features a woman** as the main person/character and write about how she is portrayed.
 - Is the portrayal positive or negative?
 - Are stereotypes about women used? Or are they challenged?
 - Is the woman in a traditional female role?
 - Is the woman objectified?

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	