

SUMMER WORK MEDIA STUDIES

Head of Department

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Exam Board

AQA

Specification

7572

Course Details

Examination and Non-exam Assessment

The course is examined at the end of Year 13. Students complete one Non-exam Assessment, consisting of the creation of two media products.

Year 12 – Taught Units

AS Media Studies engages students in the in-depth study of media products in relation to the four areas of the theoretical framework using a Close-study booklet. Students are required to study media products from all of the following media forms:

- audio-visual forms (TV, film, radio, advertising and marketing, video games and music video)
- online forms (social and participatory media, video games, music video, newspapers, magazines, advertising and marketing),
- print forms (newspapers, magazines, advertising and marketing).

Year 12 - Non-exam Assessment (NEA)

To complete the NEA, students must independently create a statement of intent and a media product in response to a brief set by AQA. This brief will be released on 1 June before the start of the course via Secure Key Materials and will change annually. Marked internally.

Year 13 – Paper One

Questions will focus on issues and debates in the media. A close study product booklet will be released in advance of the exam. Students will be expected to use any relevant elements of the theoretical framework in order to explore the ideas in the paper.

Year 13 – Paper Two

Questions will focus on the analysis of media products, through the lens of the theoretical framework. Students will be expected to refer to the Close Study Products (CSPs) provided by AQA and other products they have studied.

Year 13 – Non-exam Assessment (NEA)

Students must produce a statement of intent and cross-media products made for an intended audience. Marked internally, moderated externally by AQA.

SUMMER WORK FOR INTRODUCTION TO YEAR 12

TASK	TOPIC	
1.	Semiotics	<p>Research and produce a fact sheet on two key theorists – at least one A4 page each.</p> <p>1) Ferdinand de Saussure – The sign, signifier and signified</p> <p>2) C.S. Peirce – iconic, symbolic and indexical sign.</p>
2.	Media Audiences	<p>Produce a fact file on each of the following theories. Include examples of media products you have experienced, how the theory could apply to them and your reactions to them:</p> <p>1) Hypodermic needle model (one A4 page)</p> <p>2) Cultivation theory (one A4 page)</p> <p>3) Inoculation theory (one A4 page)</p>

WIDER READING TO PREPARE FOR COURSE

- AQA Media Studies for A Level Year 1 & AS – Hendry, Stephenson (Illuminate Publishing) 2018
- Media Studies- The Essential Introduction – Rayner, Wall & Kruger (Routledge)
- Power Without Responsibility: The press and broadcasting in Britain – Curran & Seaton (Routledge)

Listen to this episode of Radio Four's The Media Show at <https://www.bbc.co.uk/programmes/m0002ml9> which is about 'How to combat fake news' and make key notes. You can, of course, listen to more than one episode if you wish!