

SUMMER WORK MEDIA STUDIES

Head of Department

Mrs S Hughes

shughes@gordons.school

Exam Board

AQA

Specification

7572

Course Details

Examination and Non-exam Assessment

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

Media Studies engages students in the in-depth study of media products in relation to the four key areas of the theoretical framework – language, representation, industries and audience.

Paper One

Section A will focus on Media Language and Media Representations. Questions in this section will test the following forms: • advertising and marketing • music video. Section B will focus on Media Industries and Media Audiences. Questions in this section can test any two of the following forms: • radio • newspapers • film (industries only).

Paper Two

Questions will focus on the in-depth media forms of television, magazines and online, social and participatory media/video games.

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. To complete the NEA, students must independently create a statement of intent and two media products 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.

SUMMER WORK FOR INTRODUCTION TO YEAR 12

TASK	TOPIC	
1.	Semiotics	Research and produce a fact sheet on two key theorists – at least one A4 page each. 1) Ferdinand de Saussure – The sign, signifier and signified 2) C.S. Peirce – iconic, symbolic and indexical sign.
2.	Media Audiences	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: 1) Hypodermic needle model (one A4 page) 2) Cultivation theory (one A4 page) 3) Inoculation theory (one A4 page)
3.	Print: Newspapers	Deconstructing a newspaper front page: ownership and bias. See the Leap into Media Booklet and complete all questions and tasks on pages 5 – 11.
4.	Broadcast: Television	Audience research: a Gogglebox-style research task. See the Leap into Media Booklet and complete all questions and tasks on pages 29-37.
5.	Video games.	Listen to this episode of Radio Four's The Media Show at https://www.bbc.co.uk/sounds/play/m000htx6 is about 'why we are all playing video games in lockdown' and make 15 bullet points of key notes. You can, of course, listen to more than one episode if you wish!

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)
- AQA Media Studies for A Level Year 1 & AS – Hendry, Stephenson (Illuminate Publishing) 2018
- Reading as many newspapers and magazines as possible, for example, *The Times*, *i newspaper*, *The Guardian*, *The Week*, *The Economist*, *Media Magazine*.
- Barthes, Roland (2014) *Mythologies*
- Berger, Arthur Asa (2011) *Media Analyses Techniques*
- Bryand, Jennings, and Zillman, Dolf (2002) *Media Effects: Advances in Theory and Research*
- Chandler, Daniel (2007) *Semiotics: The Basics*
- Hall, Stuart (2013) *Representations: Cultural Representations and Signifying Practices*.
- Neale, Stephen (1980) *Genre*

Helpful Websites

www.mediaknowall.com

www.bfi.org.uk/

www.theguardian.co.uk – especially the media section

www.bbc.co.uk – especially the front pages of newspapers section

BARB www.barb.co.uk – viewing data

RAJAR www.rajar.co.uk – radio listening data

www.ofcom.org.uk

National Readership Survey www.nrs.co.uk

BBC Radio Four's *The Media Show* <https://www.bbc.co.uk/programmes/b00dv9hq>

Useful Documentary

Banksy's Exit through The Gift Shop (2010)