

# SUMMER WORK MEDIA STUDIES

## Head of Department

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## Exam Board

AQA

## Specification

7571/7572

### Course Details

#### Examination and Non-exam Assessment

The course is examined at the end of Year 12 and in Year 13. Students complete two Non-exam Assessments.

#### Year 12 - Paper One

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.

#### Year 13 – Paper One

Questions will focus on issues and debates in the media. A topic 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.

## SUMMER WORK FOR INTRODUCTION TO YEAR 12

TASK	TOPIC	
1.	Reading Print Media	<p><b>Research and produce a fact sheet on two key areas:</b></p> <ol style="list-style-type: none"> <li>1) An introduction to semiotics: Ferdinand de Saussure and origins of semiotic theory, with examples.</li> <li>2) Roland Barthes' contribution to semiotics.</li> </ol>
2.	How audiences read the media.	<p><b>Produce a fact sheet on each of the following. Include clear definitions and illustrated examples.</b></p> <ol style="list-style-type: none"> <li>1) Effects theory – hypodermic needle model.</li> <li>2) Effects theory – two-step flow model of communication.</li> <li>3) Definition and examples of moral panics.</li> </ol>

## WIDER READING TO PREPARE FOR COURSE

- **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*