

Overview of course

Component 1 Exam

Media Products, Industries and Audiences

Exam: 2 hours 15 minutes
35% of qualification

Component 2 Exam:

Media Forms and Products in Depth

Exam: 2 hours 30 minutes
35% of qualification

Component 3: Non Exam Assessment (NEA)
30%

Topics?

Representations
Semiotics
Ownership and control
Ideologies
Mainstream, niche and specialised audiences
Media production
Historical comparisons
Feminism
Politics
New and digital media
Post-modernism
And more!



Example coursework brief

Details of Brief

A cross-media production for a new television programme in a factual or fictional genre (or sub- genre/ hybrid) of your choice.

Create an audio-visual sequence from a new television programme and associated print or online materials to promote the same programme.

You should create a cross-media production for a programme to be broadcast on a **mainstream channel**, either ITV2 or BBC1, targeting an audience of **18-34 year old 'mainstreamers' or 'succeeders'**.



Advertising and Marketing

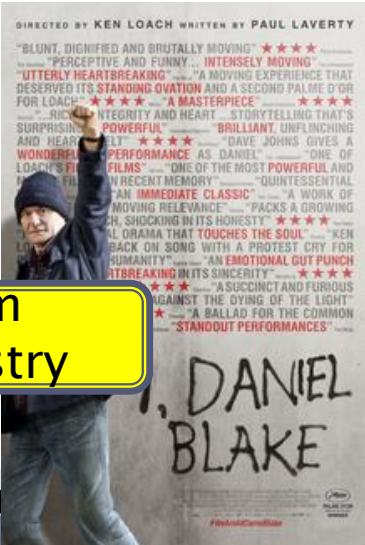
No wonder you women buy more **TIDE** than any other washday product!

TIDE'S GOT WHAT WOMEN WANT!

NO SOAP-NO OTHER SLUDS-NO OTHER WASHING PRODUCT KNOWN-WILL GET YOUR WASH AS **CLEAN** AS TIDE.



Film Industry



Music video



Video game analysis



Newspapers



Radio



What will I study for Component 1?

The Media Studies Theoretical Framework

Media language: how the media through their forms, codes, conventions and techniques communicate meanings

Representation: how the media portray events, issues, individuals and social groups

Media industries: how the media industries' processes of production, distribution and circulation affect media forms and platforms

Audiences: how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.



Component 1: Media Products, Industries and Audiences

Exam: 2 hours 15 minutes
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Section A: Analysing Media Language and Representation

- 2 unseen media texts to analyse
- Comparison of representations in a set product and an unseen text
- Essay response questions

Section B:

Understanding Media Industries and Audiences

- 2 media industries are tested, each relating to *audience issues*, theories and debates or *industry issues*, theories and debates
- Stepped questions including a combination of short mark knowledge recall and longer, essay style responses



A typical exam style question:

Analyse how media language has been used to create meaning in this front cover from The Daily Mirror [15 marks]

Compare how events have been represented in this front cover from The Daily Mirror and your set text, The Times. [30 marks]



Component 2: Media Forms and Products in Depth

Exam: 2 hours 30 minutes
35% of qualification

Section A: Television in the Global Age

Section B: Magazines: Mainstream and Alternative Media

Section C: Media in the Online Age

- For each section you will study the entire media studies theoretical framework
- For each section you will answer *either* one two-part question *or* one longer, extended response essay question.



How is it different from GCSE?

- More detailed study of media products
- Complex media theories
- Developed essay writing skills
- Critical analysis and explorations
- Greater independence
- Bigger practical production unit



Why Media Studies?

Good preparation for Higher Education:

- Become independent in research skills and their application through practical work and in developing your own views and interpretations.
- The ability to investigate theoretical concepts including the sociological, psychological and business/institutional issues. Gives students a secure grounding for independent research skills and written analysis within higher education.

A critical understanding of the modern media world we live in:

- Develop critical understanding of the media through engagement with media products and concepts and through the creative application of practical skills
- Explore production processes, technologies and other relevant contexts
- At A2, candidates are encouraged to demonstrate, develop and formulate their understanding of the media and its influential role in today's society as well as debating major contemporary issues

Complements other A-level subjects:

- Film Studies, English Language and Literature, Sociology, Business Studies, Psychology
- Media Studies is grounded in analytical frameworks which develop independent writing skills and foster a keen interest in contextual factors such as modern society, politics and individual audience profiles/lifestyle.

Independence and creativity:

- The ability to create exciting and innovative media texts independently

