

## Media Studies A Level overview

Exam Board: Eduqas

Recommended books : 1. WJEC/Eduqas Media Studies for A Level Year 1 & AS: Student Book. 2. WJEC/Eduqas Media Studies for A Level Year 2 & A2: Student Book Paperback. 3. Media Theory for A Level: The Essential Revision Guide Paperback by Mark Dixon. 4. WJEC/Eduqas Media Studies for A Level AS and Year 1 Revision Guide Paperback

### Component 1 - Media Products, Industries and Audiences

Written Exam - 2 hours 15 mins: 35% of qualification

#### Section A - Analysing Media Language and Representation - 45 marks

This section assesses media language and representation in relation to two of the following media forms: advertising, marketing, music video or newspapers.

There are two questions in this section:

- One question assessing media language in relation to an unseen audio-visual or print resource

- One extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts.

Set texts	Media Lang	Representation	Audience	Industry	Context
<b>Advertising and Marketing</b>					
Tide	✓	✓			inc. historical
Super.Human. (2020)	✓	✓			✓
Kiss of the Vampire	✓	✓			inc. historical
<b>Music videos</b>					
Beyoncé - Formation	✓	✓			inc. historical
Vance Joy - Riptide	✓	✓			✓
<b>Newspapers</b>					
Daily Mirror, Feb 1st 2022 front page and article on 'Partygate'	✓	✓			✓
The Times, Feb 1st, 2022 front page	✓	✓			✓

#### Section B - Understanding Media Industries and Audiences- 45 marks

This section assesses two of the following media forms – advertising, marketing, film, newspapers, radio, video games – and media contexts. It includes:

- One stepped question on media industries

- One stepped question on audiences

Set texts	Media Lang	Representation	Audience	Industry	Context
<b>Advertising and Marketing</b>					
Tide			✓		✓
Super.Human. (2020)			✓		
<b>Film - cross media study inc. marketing</b>					
Black Panther (2018)				✓	✓
I, Daniel Blake (2016)				✓	✓
<b>Newspapers</b>					
Daily Mirror			✓	✓	✓
The Times			✓	✓	✓
<b>Radio</b>					
"Woman's Hour" or "Have you heard about George's podcast?"			✓	✓	✓
<b>Video Games</b>					
Assassin's Creed franchise, for assessment from 2022			✓	✓	✓

### Component 2 - Media Forms and Products in Depth

Written Exam - 2 hours 30 mins: 35% of qualification 90 marks

#### Section A - Section A: Television in the global age - 30 marks

There will be one two-part question or one extended response question.

Set texts	Media Lang	Representation	Audience	Industry	Context
<b>Television series:</b>					
Peaky Blinders - S1 Ep1 (2013)	✓	✓	✓	✓	✓
The Bridge - S3 Epi (2015)	✓	✓	✓	✓	✓

#### Section B - Magazines: Mainstream and Alternative - 30 marks

There will be one two-part question or one extended response question.

Set texts	Media Lang	Representation	Audience	Industry	Context
<b>Magazines:</b>					
Woman's Realm (1965)	✓	✓	✓	✓	✓
Huck (2016) issue 54	✓	✓	✓	✓	✓

#### Section C - Media in the online age- 30 marks

There will be one two-part question or one extended response question.

Set texts	Media Lang	Representation	Audience	Industry	Context
<b>Online texts:</b>					
Zoella/Zoe Sugg	✓	✓	✓	✓	✓
Attitude	✓	✓	✓	✓	✓

### Component 3 - Non Examine Assessment (coursework)

90 marks worth 30%

Media Theories and Theorists:	
<b>Media Language Theories</b>	
Semiotics	Barthes
Narratology	Todorov
Genre	Neale
Structuralism (Binary opposition)	Levi-Strauss
Postmodernism	Baudrillard
<b>Representation Theories</b>	
Representation theory	Hall
Identity theory	Gauntlett
Feminist theory	bell hooks
Feminist theory	Van Zoonen
Gender performativity	Butler
Post-colonial theory	Gilroy
<b>Industry Theories</b>	
Power and the media	Curran and Seaton
Regulation theory	Livingstone and Lunt
Cultural industries	Hesmondhalgh
<b>Audience Theories</b>	
Media Effects	Bandura
Cultivation	Gerbner
Reception	Hall
Fandom	Jenkins
End of Audience	Shirky
Uses and Gratification	Blumler and Katz
Active and Passive audience	Adorno