

<b>Media Studies A Level overview</b>						<b>Media Theories and Theorists:</b>	
<b>Exam Board: Eduqas</b>						<b>Media Language Theories</b>	
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						Semiotics	Barthes
<b>Component 1 - Media Products, Industries and Audiences</b>						Narratology	Todorov
<b>Written Exam - 2 hours 15 mins: 35% of qualification</b>						Genre	Neale
<b>Section A - Analysing Media Language and Representation - 45 marks</b>						Structuralism (Binary opposition)	Levi-Strauss
This section assesses media language and representation in relation to two of the following media forms: advertising, marketing, music video or newspapers.						Postmodernism	Baudrillard
There are two questions in this section:						<b>Representation Theories</b>	
- One question assessing media language in relation to an unseen audio-visual or print resource						Representation theory	Hall
- One extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts.						Identity theory	Gauntlett
<b>Set texts</b>						Feminist theory	bell hooks
<b>Advertising and Marketing</b>						Feminist theory	Van Zoonen
Tide	✓	✓			inc. historical	Gender performativity	Butler
Super.Human. (2020)	✓	✓			✓	Post-colonial theory	Gilroy
Kiss of the Vampire	✓	✓			inc. historical	<b>Industry Theories</b>	
<b>Music videos</b>						Power and the media	Curran and Seaton
Beyoncé - <i>Formation</i>	✓	✓			inc. historical	Regulation theory	Livingstone and Lunt
Vance Joy - <i>Riptide</i>	✓	✓			✓	Cultural industries	Hesmondhalgh
<b>Newspapers</b>						<b>Audience Theories</b>	
Daily Mirror, Feb 1st 2022 front page and article on 'Partygate'	✓	✓			✓	Media Effects	Bandura
The Times, Feb 1st. 2022 front page	✓	✓			✓	Cultivation	Gerbner
<b>Section B - Understanding Media Industries and Audiences- 45 marks</b>						Reception	Hall
This section assesses two of the following media forms – advertising, marketing, film, newspapers, radio, video games – and media contexts. It includes:						Fandom	Jenkins
- One stepped question on media industries						End of Audience	Shirky
- One stepped question on audiences						Uses and Gratification	Blumler and Katz
<b>Set texts</b>						Active and Passive audience	Adorno
<b>Advertising and Marketing</b>							
Tide			✓		✓		
Super.Human. (2020)			✓				
<b>Film - cross media study inc. marketing</b>							
<i>Black Panther (2018)</i>				✓	✓		
<i>I, Daniel Blake (2016)</i>				✓	✓		
<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			✓		✓		✓
<b>Component 2 - Media Forms and Products in Depth</b>							
<b>Written Exam - 2 hours 30 mins: 35% of qualification 90 marks</b>							
<b>Section A - Section A: Television in the global age - 30 marks</b>							
There will be one two-part question or one extended response question.							
<b>Set texts</b>							
<b>Television series:</b>							
<i>Black Mirror - San Junipero' (2016)</i>	✓	✓	✓	✓	✓		✓
<i>The Returned - Season 1, episode 1</i>	✓	✓	✓	✓	✓		✓
<b>Section B - Magazines: Mainstream and Alternative - 30 marks</b>							
There will be one two-part question or one extended response question.							
<b>Set texts</b>							
<b>Magazines:</b>							
<i>Woman's Realm</i> (1965)	✓	✓	✓	✓	✓		✓
<i>Huck</i> (2016) issue 54	✓	✓	✓	✓	✓		✓
<b>Section C - Media in the online age- 30 marks</b>							
There will be one two-part question or one extended response question.							
<b>Set texts</b>							
<b>Online texts:</b>							
<i>Zoella/Zoe Sugg</i>	✓	✓	✓	✓	✓		✓
<i>Attitude</i>	✓	✓	✓	✓	✓		✓
<b>Component 3 - Non Examine Assessment (coursework)</b>							
90 marks worth 30%							