Media Studies A Level overview						As do The constitution of the	
						Media Theories and Theorists:	
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						Media Language Theories	
Paperback, 3. Media Theory for A Level: The Essential Revision Guid	ear 1 & AS: Student Bo e Paperback by Mark I	ok, 2. WJEC/Eduqas Med Dixon, 4. WJEC/Eduqas I	lia Studies for A Level Media Studies for A Le	Year 2 & A2: Student Book vel AS and Year 1 Revision	k I		
Guide Paperback						Semiotics	Barthes
						Narratology	Todorov
Component 1 - Media Products, Industries and Audiences Written Exam - 2 hours 15 mins: 35% of qualification					Genre	Neale	
·						Structuralism (Binary oppostion)	Levi-Strauss
Section A - Analysing Media Language and Representation - 45 marks						Postmodernism	Baudrillard
This section assesses media language and representation in relation to two of the following media forms: advertising, marketing, music video or newspapers.						Representation Theories	
There are two questions in this section:						Representation theory	Hall
- 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.						Identity theory	Gauntlett
		_				Feminist theory	bell hooks
Set texts	Media Lang	Representation	Audience	Industry	Context	Feminist theory	Van Zoonen
Advertising and Marketing						Gender performativity	Butler
Tide	✓	✓			inc. historical	Post-colonial theory	Gilroy
Super.Human. (2020)	✓	✓			✓	Industry Theories	
Kiss of the Vampire	✓	✓			inc. historical	Power and the media	Curran and Seaton
Music videos						Regulation theory	Livingstone and Lunt
Beyoncé - Formation		✓			inc. historical	Cultural industries	Hesmondhalgh
Vance Joy - Riptide	—				✓	Audience Theories	
Newspapers	· •				·	Media Effects	Bandura
Daily Mirror, Feb 1st 2022 front page and article on 'Partygate'					_	Cultivation	Gerbner
The Times, Feb 1st, 2022 front page	-					Reception	Hall
Section B - Understanding Media Industries and	Audiences- 45	marks			· ·	Fandom	Jenkins
This section assesses two of the following media forms –			s radio video gam	es - and media contex	ts It includes:	End of Audience	Shirky
- One stepped question on media industries	ad vertising, market	g, m, newspapen	s, radio, video garri	es and media contex	is it includes.	Uses and Gratification	Blumler and Katz
- One stepped question on audiences						Active and Passive audience	Adorno
Set texts	Media Lang	Representation	Audience	Industry	Context	Active and Passive addience	Adollio
	media Lang	Representation	Audience	industry	Context		
Advertising and Marketing							
Tr. L.						-	
Tide			V		√		
Super.Human. (2020)			V		V		
Super.Human. (2020) Film - cross media study inc. marketing			V		V		
Super.Human. (2020) Film - cross media study inc. marketing Black Panther (2018)			*	√	V		
Super.Human. (2020) Film - cross media study inc. marketing Black Panther (2018) I, Daniel Blake (2016)			V	V	V		
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Representation

Context

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.

Media Lang

Online texts:

Zoella/Zoe Sugg

Attitude

Component 3 - Non Examine Assessment (coursework)

90 marks worth 30%

Set texts
Online texts: