

Lady Lumley's School Media Studies Department

"Whoever controls the media, the images, controls the culture." Allen Ginsberg

GCSE to A Level Transition

Welcome to the Media Studies transition pack.

As a GCE Media Studies student, you will analyse how media products use language and representations to create meaning. You will learn about the media industry and how the industry affects how media products are made. You will investigate media audiences, exploring who are the people who watch, read and consume the products and considering how different people might respond to products differently, and why.

Details of the Eduqas specification can be found below:

https://www.eduqas.co.uk/qualifications/media-studies-as-a-level/#tab_overview

Course Overview

Component 1: Media Products, Industries and Audiences

Written examination: 2 hours 15 minutes - 35% of qualification

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of two sections:

Section A: Analysing Media Language and Representation

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.

Section B: Understanding Media Industries and Audiences

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

Component 2: Media Forms and Products in Depth

Written examination: 2 hours 30 minutes - 35% of qualification

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

Section A – Television in the Global Age

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

Section B – Magazines: Mainstream and Alternative Media

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

Section C – Media in the Online Age

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

Component 3: Cross-Media Production

Non exam assessment

An **individual** cross-media production based on **two forms** in response to a **choice of briefs set by WJEC**, applying knowledge and understanding of the theoretical framework and digital convergence.

Activities

Contexts

The resources below include brief summaries of how gender norms have changed during particular historical periods, read through each of the booklets and make certain you watch the clips that are linked within them. When you have read through, then complete a timeline of changing attitudes.

https://resource.download.wjec.co.uk/vtc/2017-18/17-18_3-27/pdf/2-pre-1950s.pdf

https://resource.download.wjec.co.uk/vtc/2017-18/17-18_3-27/pdf/3-1950-60s.pdf

https://resource.download.wjec.co.uk/vtc/2017-18/17-18_3-27/pdf/4-1970-80s.pdf

https://resource.download.wjec.co.uk/vtc/2017-18/17-18_3-27/pdf/5-1990-2000s.pdf

A Level Media Glossary

Familiarise yourself by reading through the Media Studies glossary. Chose ten new words and try to use them in as few a number of sentences as possible.

<https://resource.download.wjec.co.uk/vtc/201617/gft/eduqas/mediastudies/Alevel%20media%20glossary.pdf>

Media Theorists

Using the resources at the link below, summarise each theorist's theory in as few words as possible.

<https://resources.eduqas.co.uk/Pages/ResourceSingle.aspx?rId=1243>

Wider Reading/Listening/Watching

BBC Radio 4 Media Show

Take the opportunity to visit the BBC Radio 4 Media Show website below and listen to some of the programmes and other content. This will give you an excellent understanding of the issues facing the media today.

<https://www.bbc.co.uk/programmes/b00dv9hq>

The Guardian

Also for day to day Media issues you can visit The Guardian's Media section which will keep you up to date with all current Media issues.

<https://www.theguardian.com/uk/media>

Watch List

We will be studying the following texts, so if you have time and access then it will certainly help you if you have watched or interacted with them.

'Peaky Blinders (Season 1), 'The Bridge' (Season 3), 'Black Panther', 'I, Daniel Blake', 'Zoella'