

## Preparing for A Level Media Studies

Exam board: Eduqas

Website:

[https://www.eduqas.co.uk/ed/qualifications/media-studies-as-a-level/#tab\\_overview](https://www.eduqas.co.uk/ed/qualifications/media-studies-as-a-level/#tab_overview)

### Research Tasks

There are many ways in which we can interpret and respond to the media. For this course, we will study a number of theorists, and their theories, regarding the impact of the media on different audiences.

As an introduction to the course, I would like you to familiarise yourself with some of the key theorists and their theories. I would also like you to apply these theories to some media products of your choice.

#### Step One:

Research the following theorists and their theories for the course:

- ☐ Semiotics- Roland Barthes
- ☐ Structuralism- Claude Levi-Strauss
- ☐ Representation- Stuart Hall
- ☐ Identity- David Gauntlett
- ☐ Feminism- Liesbet van Zoonen and bell hooks
- ☐ Ethnicity and postcolonial theory- Paul Gilroy

## **Step Two:**

Transfer what you have found out into your own words in a form you prefer for arranging your notes, e.g. a PowerPoint, a mind map, or you could even create your own blog, website or podcast! Include images and visual cues to help you understand the ideas of the theorists.

## **Step Three:**

Using what you have learned about the above theories, choose the following products to analyse: two advertising campaigns, two music videos, and two newspaper front pages that catch your interest.

## **Task:**

Apply what you have learned about the above theories to the products you chose for analysis and answer the following questions:

1. How far do the texts you have chosen reflect the theories and why?
2. How far do the texts you have chosen not reflect the theories and why?
3. In order to ensure your analysis is detailed, use language in the products to support your ideas, and consider how people, places, and events have been represented.
4. Make notes to support your ideas.
5. Annotate screen shots/ images from your chosen products to support your ideas. Label specific elements (details) to explain why you feel each product either reflects or does not reflect the above theories.

This task will be submitted to me for feedback when you start the course. Detailed notes are fine. You can either create a Word document, a PowerPoint, a Prezi presentation, or you can screen shot

hand written, detailed and neatly presented notes; you could even record your ideas and create your own blog, website, or podcast!

### **Success Criteria:**

- ✓ To demonstrate that you understand key facts and details about the set theorists and their ideas;
- ✓ To be able to explain the theories you have studied;
- ✓ To be able to apply the theories to a range of products in the following media forms: advertising, music videos, and newspapers;
- ✓ To critically study the ways in which media products construct and communicate meanings and generate responses;
- ✓ To debate, discuss and evaluate the ideas of theorists.

## **Developing your Knowledge and Understanding of the Media**

Below are suggested books, websites, podcasts, etc. to keep you busy and give you a taste of what we study at A level!

If you have any further questions, please do not hesitate to contact me on: [cvenis@fbaok.co.uk](mailto:cvenis@fbaok.co.uk)

Stay safe and well! See you soon!

### **Books:**

- *We the Media* by Dan Gillmor: <http://authorama.com/we-the-media-3.html>
- *Ladies of Awesome*- bell hooks

- *Participatory Culture*- Henry Jenkins
- *Race, Gender, Class*- Stuart Hall
- *It Lives Again! Horror Movies in the New Millenium* - Axelle Carolyn
- *Action Chicks: New Images of Tough Women in Popular Culture* - Sherrie A. Inness
- *Oliver Stone: The Making of His Movies* - Chris Salewicz
- *Sound & Vision: The Music Video Reader* - Simon Firth, Andrew Goodwin, Lawrence Grossberg
- *Spectacular Bodies: Gender, genre and the action cinema* - Yvonne Tasker
- *Rocking Around the Clock* - E. Ann Kaplin
- *Media, Gender and Identity: An introduction* - David Gauntlett
- *Television: A Media Student's Guide* - David McQueen
- *Experiencing Music Video* - Carol Vernallis
- *Understanding Popular Music* - Roy Shuker
- *Stars* - Richard Dyer

### **Ted Talks:**

- *How symbols and brands shape our humanity*- Debbie Millman

- *How the world distorts our world view-* Alisa Miller
- *How social media transformed art?-* Kenza Mouaqit
- *The key to the media's hidden codes-* Ben Beaton

Just a snapshot of the talks available!

### **Articles:**

- *The Athlete's Way-* Christopher Bergland:  
<https://www.psychologytoday.com/gb/blog/the-athletes-way/201905/how-has-news-changes-over-the-past-30-years>.
- Various film reviews: <http://lenseflaretheory.com>
- <https://www.independent.co.uk/arts-entertainment>

### **Films:**

- *Circle* (psychological)
- *Meet Joe Black* (fantasy & romance)
- *The Fugitive* (action)
- *The Terminator* (action)
- *The Divergent Series* (action & sci-fi)
- *The Twilight Series* (fantasy & romance)

- *Don't Knock Twice* (horror)
- *Sinister* (horror)
- *Warm Bodies* (horror, comedy & romance)
- *Insidious* (horror)
- *Before I Wake* (horror)
- *Lion* (based on a true story)
- *Dunkirk* (based on historical events)
- *Unbroken* (based on a true story)
- *The Pianist* (based on a true story)
- *1922* (thriller)
- *Birdbox* (thriller)

### **Series/ Dramas on Netflix:**

- *Luther*
- *Black Mirror*
- *Chambers*
- *The Witcher*
- *Rick and Morty*

- *Altered Carbon*
- *Orphan Black*
- *Hannibal*

### **Documentaries on Netflix:**

- Louis Theroux (various)
- *Greatest Events of WWII in Colour*
- *The Movies That Made Us*
- *The Disappearance of Madeleine McCann*
- *Whitney Houston Can I Be Me*
- *Surviving R Kelly*

### **Developing your practical skills:**

- Create a film poster on your phone: [Canva](#).
- Create a music video on your phone, using [iMovie](#)
- [Getpaint.net](#)
- [Piximperfect](#)
- [Photoshopesentials.com](#)

- Phlearn.com
- Screenskills.com

### **Podcasts:**

- *The Guilty Feminist*
- *Examining Pop*
- *In The Third Person*

Just a snapshot of what's available!

### **Websites:**

- Essentialmediatheory.com
- *40 Days to Learn Film* Mark Cousins on vimeo.com
- BBC Online - [www.bbc.co.uk](http://www.bbc.co.uk)
- Channel 4 - [www.channel4.com](http://www.channel4.com)
- Magazine industry and charging for content:  
<https://youtu.be/ioSXzrW09n4>
- Sky Digital - [www.sky.co.uk/digital](http://www.sky.co.uk/digital)
- Ondigital - [www.ondigital.co.uk](http://www.ondigital.co.uk)



- *The Guardian*
- *The Independent*
- *The Times*
- B.F.I. - [www.bfi.org.uk](http://www.bfi.org.uk)
- Film Education - [www.filmeducation.org](http://www.filmeducation.org)
- IMDb - [www.imdb.com](http://www.imdb.com)
- Aberystwyth University - [www.aber.ac.uk](http://www.aber.ac.uk)
- The Newspaper Society - [www.newspapersoc.org.uk](http://www.newspapersoc.org.uk)
- The NISS - [www.niss.ac.uk/cr](http://www.niss.ac.uk/cr)
- National Information Services and Systems
- *Hold the Front Page* - [www.holdthefrontpage.co.uk](http://www.holdthefrontpage.co.uk)
- British Board of Film Classification - [www.bbfc.co.uk](http://www.bbfc.co.uk)
- Independent Television Commission - [www.itc.co.uk](http://www.itc.co.uk)
- Broadcasting Standards Commission - [www.bsc.org.uk](http://www.bsc.org.uk)
- Press Complaints Commission - [www.pcc.org.uk](http://www.pcc.org.uk)
- Advertising Standards Authority - [www.asa.org.uk](http://www.asa.org.uk)
- RAJAR - [www.rajar.co.uk](http://www.rajar.co.uk)
- Quarterly figures for radio listening

- National Readership Survey - [www.nrs.co.uk](http://www.nrs.co.uk)
- Audience research information for print media
- Centre for the Study of Children, Youth and Media - [www.ccsonline.org.uk/mediacentre/main.h](http://www.ccsonline.org.uk/mediacentre/main.h)
- Research work from Dr. David Buckingham and team at the *Institute of Education, London*
- Mark Kermode's *Secrets of Cinema* on BBC iPlayer
- Edgar Wright's *Life Cinematic* on BBC iPlayer

### **Future Learn:**

- Film Distribution
- Gender representation in the media

### **Open Learn:**

- *The Business of Film*
- *Sport, Media and Culture: who's calling the shots?*

### **Journals:**

- *Media Guardian* - released Tuesdays

- *Guardian Reviews* - Released Fridays
- *Guardian Guide* - Released Saturdays
- Google Scholar (academic journal PDFs related to case study/critical investigation)
- eJumpCut (<http://www.ejumpcut.org/>) is an online media journal going back 40 years

**Magazines:**

- *Sight & Sound*
- *Empire*