



A-LEVEL MEDIA

TOGETHER WE SUCCEED
ACHIEVEMENT ASPIRATION HIGH EXPECTATIONS COMMUNITY

A-LEVEL MEDIA

EXAM BOARD: AQA

Aims of the Course:

This course helps you to develop your understanding of the media from different positions. As a consumer you'll become more aware of the many ways in which media messages are presented to us, as well as discovering how the institutions which produce and distribute media products are trying to reach you. If you want a career in media, producing and evaluating your own media productions will give you a real hands-on understanding of both how media messages are created and what they are intending to do.

Programme of Study:

Exam (70% of overall grade)

You will learn the fundamentals of media forms and platforms and the four concepts, as well as the role of marketing and promotion. You will study a range of media theories which you will need to apply to media products.

You will sit two exams lasting for two hours each. In these exams you will respond to unseen media products from a variety of periods in history as well as use pre-prepared Close Study Products to respond to questions set.

Non-Exam Assessment - Coursework (30% of overall grade)

You will be given a choice of briefs detailing various themes and choices of tasks to help you decide what products you wish to produce. Following relevant research, you must write a statement of intent and then will create the practical products. You will be assessed on your statement of intent, creativity, technical accuracy and effectiveness.

In order to prepare for the practical coursework, photography, filming, editing and production tasks will be undertaken throughout the course alongside the theoretical and analytical work to prepare for the examinations.

Approaches to Learning:

You will develop your independent learning skills through practical media tasks and research. You will be involved in presentations and essay writing. During lessons you will be expected to take part in class and group discussions, to offer analysis of texts and evaluate a range of critical theories and debates.

This course is for you if you enjoy reading, watching and using a wide range of media texts independently; if you enjoy discussing your views on the media; if you are good at thinking creatively and analytically about the media; if you enjoy producing your own media texts.



This course will prepare you for a range of degrees courses such as Media (practical and theoretical), Advertising, Marketing and Promotion, journalism, teaching and some English courses. Future careers include journalism, advertising, marketing, Public Relations, web based careers, teaching and practical media professions such as television, film, radio and social media.

Minimum Entry Requirements:

Five grade 9-5 GCSE passes including English and Maths. A grade 9-5 in Media if taken.



STEP-UP INDEPENDENT STUDY TASKS

The tasks below have been designed to introduce you to two vital skills in Media Studies: analysis and creativity. During the course, we study and analyse a range of different media products, identifying the message the producers have encoded and the different responses the audience may give. Our course also contains two pieces of practical work that you must plan, design and create. By completing the tasks below, you will begin to use not only analytical and creative skills, but also will begin to understand the ideas behind the media products that you see every day.

Task 1

Task: Analyse the advertisement for the TV series Empire

Purpose:

- To familiarise you with the type of texts that appear on the A Level Media examination papers
- To practise analysing images
- To enable you to see how to structure a analytical media response

You will need:

- A copy of the Empire advertisement
- A copy of the task sheet

Please submit:

- Your annotated advert (handwritten or typed)
- Your essay response

Task 2

Task: Produce a series of media texts which could feature in a certain genre of film.

Purpose:

- To practise the creative skills you will need in Media Studies
- To consider the decisions media producers make and consider why they make them

You will need:

- A copy of the task sheet
- A camera (the one on your phone is fine; if you do not have one, you can sketch your ideas instead)

Please submit:

Your annotated photographs (if you are unable to print them, please let us know in the first lesson and we will print them for you)

Task One: Analyse the advertisement for the TV show *Empire* by:

a. Annotating the advertisement to show what connotations the things in it have.

You may wish to use this list to guide you on what to comment on, especially if you did not take GCSE Media Studies:

- The animals (Type? Expression? Body Language?)
- The outfits
- The body language and facial expressions of the people
- Any props
- Colour palette (clothes? Writing? Background?)
- Composition (the layout and order of the items in the advert)
- Typography (the style of the font)
- Tagline (in the top left corner)

Tip: Remember to comment on what they show/suggest/connote rather than just labelling them.

b. Answering the following question, using your annotations to help you:

How is the woman represented in the advertisement for the TV series *Empire*?

Aim to write 4-5 paragraphs. You may wish to structure it using the following prompts:

1. Introduction - what we are supposed to think about the woman
2. How the composition of the advertisement shows this
3. How the body language and facial expressions show this
4. How the props and animals show this
5. How another design feature (e.g. typography or colour palette) shows this

Welcome back
to the Lyons den.



Empire

WEDNESDAYS
SEPT 23 FOX

Task Two: Produce a series of photographs which could feature in a certain genre of film.

a. Take a series of photographs which could feature in **three** of the following film genres:

- Romcom
- Horror
- Action
- Thriller
- Teen drama
- Musical
- Sci-fi
- Children's film
- Comedy

For each the **three** genres you select, you should take **three** photographs (giving nine photos in total). You should use the same person in each group of photographs and consider:

- Dress code
- Gesture codes (body language and facial expressions)
- Setting
- Camera angle
- Props
- Lighting/colouring

b. Once you have taken your photos, put them onto a document and annotate each one to explain how it is typical of the genre.

c. For each genre, explain how you would move the camera and what sounds you would also include.

If you are unable to print this work at home, please let us know in the first lesson and we will print it for you.

TO DEEPEN YOUR UNDERSTANDING

If you would like to carry out some further research into the areas we will look at in A Level Media Studies, you could:

- Visit the Media section of The Guardian newspaper and read some of the stories from the world of media: www.theguardian.com/uk/media
- Visit the BBFC website and have a go at awarding an age rating to some film trailers. Compare your views to the actual ruling: www.bbfc.co.uk/film-media-resources/rate-a-trailer
- Watch this video about the key concepts in Media Studies. This is especially useful if you did not take GCSE Media Studies: https://www.youtube.com/watch?v=qE-B_XkoAgQ

COMPLETED TASK

Student Name			
Subject Teacher		Date:	
Form Tutor:		Date:	