

Texts you will study at Media A Level

Component 1 – Sec A - Analysing Media Language and Representation

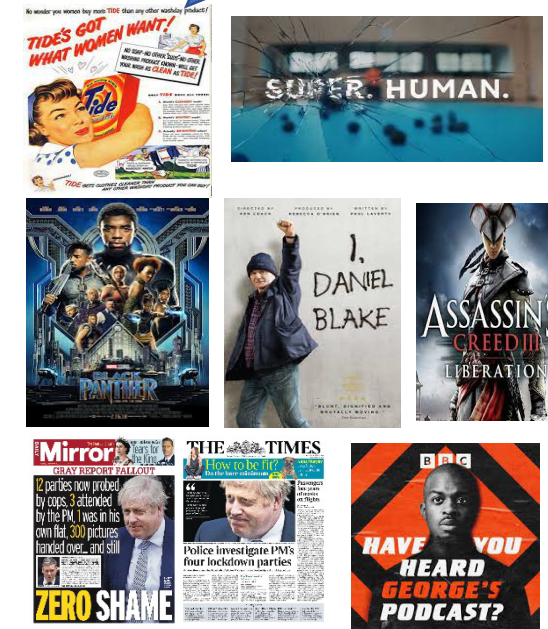
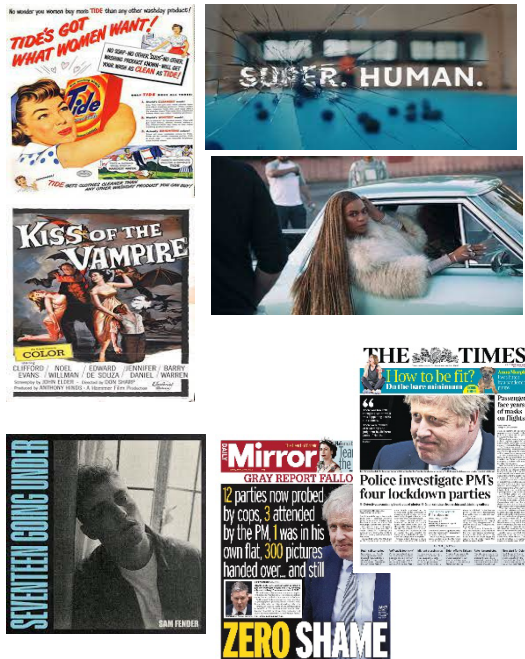
- Tide (Advert)
- Super Human (Advert)
- Kiss of the Vampire (Advert)
- Beyoncé's Formation (Music Video)
- Sam Fender's Seventeen Going Under (Music Video)
- Daily Mirror 1st Feb 2022 (Newspaper)
- The Times 1st Feb 2022 (Newspaper)

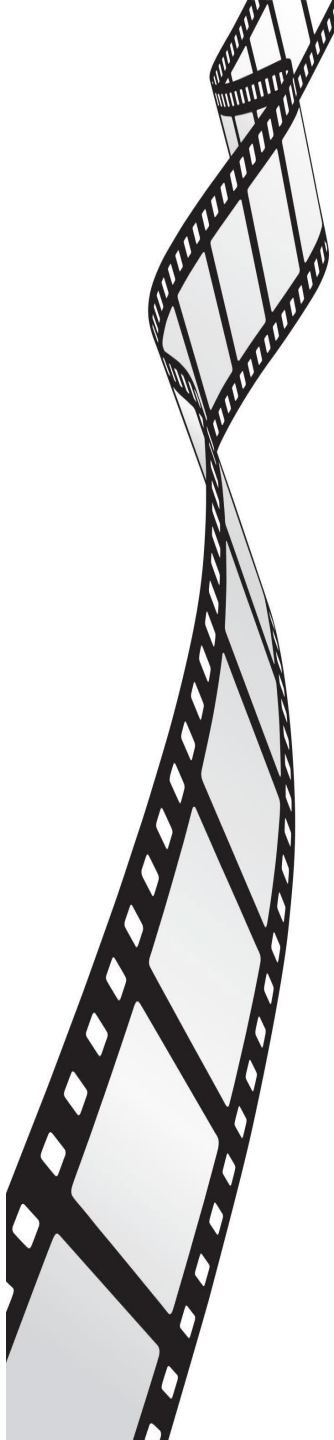
Component 1 – Sec B - Understanding Media Industries and Audiences

- Tide (Advert) – audience only
- Super Human (Advert) – audience only
- Black Panther (Film) – industry only
- I, Daniel Blake (Film) – industry only
- Daily Mirror (Newspaper)
- The Times (Newspaper)
- George the Poet Podcast (Radio)
- Assassin's Creed Franchise (Video Games)

Component 2 – Language, Representation, Audience and Industry

- Peaky Blinders (TV Crime Drama)
- The Bridge (TV Crime Drama)
- Vogue (Magazines)
- The Big Issue (Magazines)
- Attitude (Online Media)
- KSI (Online Media)



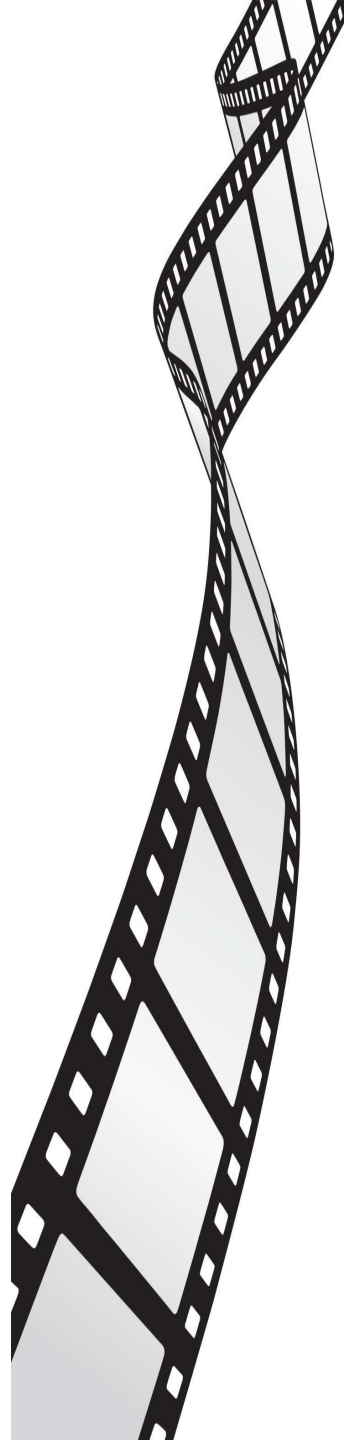


A Level Media - So what does the course entail?

2 Exams – each worth 35%

Coursework – worth 30%





Welcome to A Level Media Studies

Create

Analyse

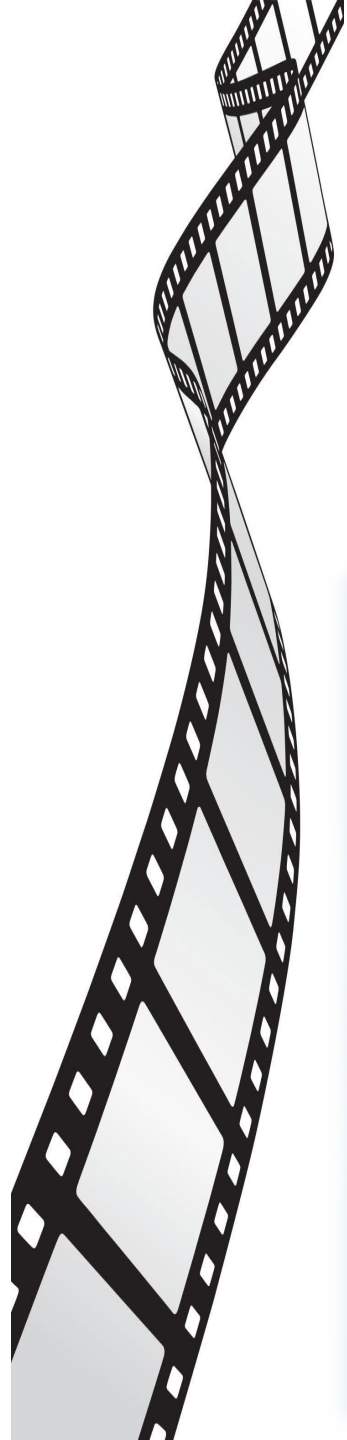
Be Technical

Understand Genre

Understand Audiences

Understand how the Industry works

Becoming aware of the Media and its impact in a digital world





2 hours 15 minute paper

Section A: Textual Analysis.
Unseen data, 2 questions.

Section B: 3 questions on the
Industry in Section A.
3 questions on one of the other
texts.



ASSASSIN'S CREED III

The cover art for Assassin's Creed III features a central figure, Connor, in a hooded assassin's outfit. He is in a dynamic pose, holding a tomahawk aloft in his right hand and a knife in his left. He is surrounded by a chaotic battle scene with smoke, flags, and other soldiers. The title "ASSASSIN'S CREED III" is prominently displayed at the top in a stylized font.

Component 2: Media Products, Industries and Audiences

TV Drama

- Peaky Blinders
- The Bridge



Magazines

- Vogue
- The Big issue



Online Media

- Attitude
- KSI

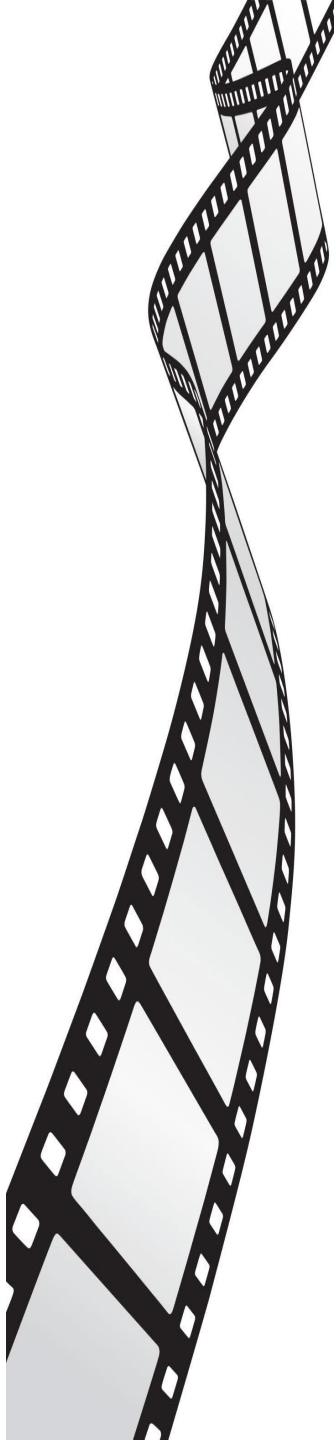


2 hours 30 minute paper

Section A: 2 questions on TV Drama

Section B: 2 questions on Magazines

Section A: 2 questions on Online Media



Component 3: Media Forms and products in Depth

A Statement of Aims

A Media Production: a choice of set briefs

You select the Genre.

- TV Drama: A sequence from a new TV programme or website to promote a new TV programme.
- Film Marketing: A print marketing campaign or a website to promote a new film.
- Music: A music video or a website to promote a new artist / band.
- Magazines: A new print or online magazine.

Examples of coursework



Teacher:

Component 1

Social realism



Superhero
franchise
blockbuster

Component 2



TV Drama:
Crime

Component 2

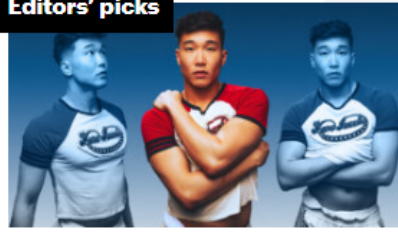


Component 2

Digital
Media: Convergent
Platforms

KSI & Attitude

Editors' picks



CULTURE FILM & TV

Fire Island and Industry's Joel Kim Booster: Check out his Attitude cover, in 6 sexy images

By Alastair James



CULTURE FILM & TV

Joel Kim Booster explains why a Fire Island sequel isn't likely: 'I didn't want to make Legally Blonde 2'

By Alastair James



LIFE WELLBEING

PEUGEOT Attitude Pride Awards host Rylan's Attitude cover in 6 images

By Alastair James



LIFE

PEUGEOT Attitude Pride Awards 2024 winners: Meet the LGBTQ+ heroes changing the world for good

By Attitude Staff

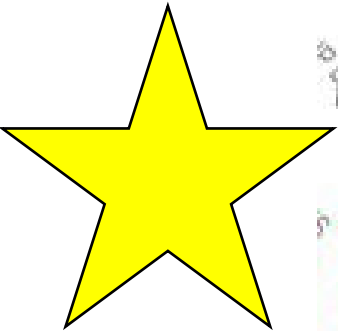


Component 1



Newspapers:
Broadsheet
and Tabloid

Component 1



Advertising: Cause and Product Campaigns



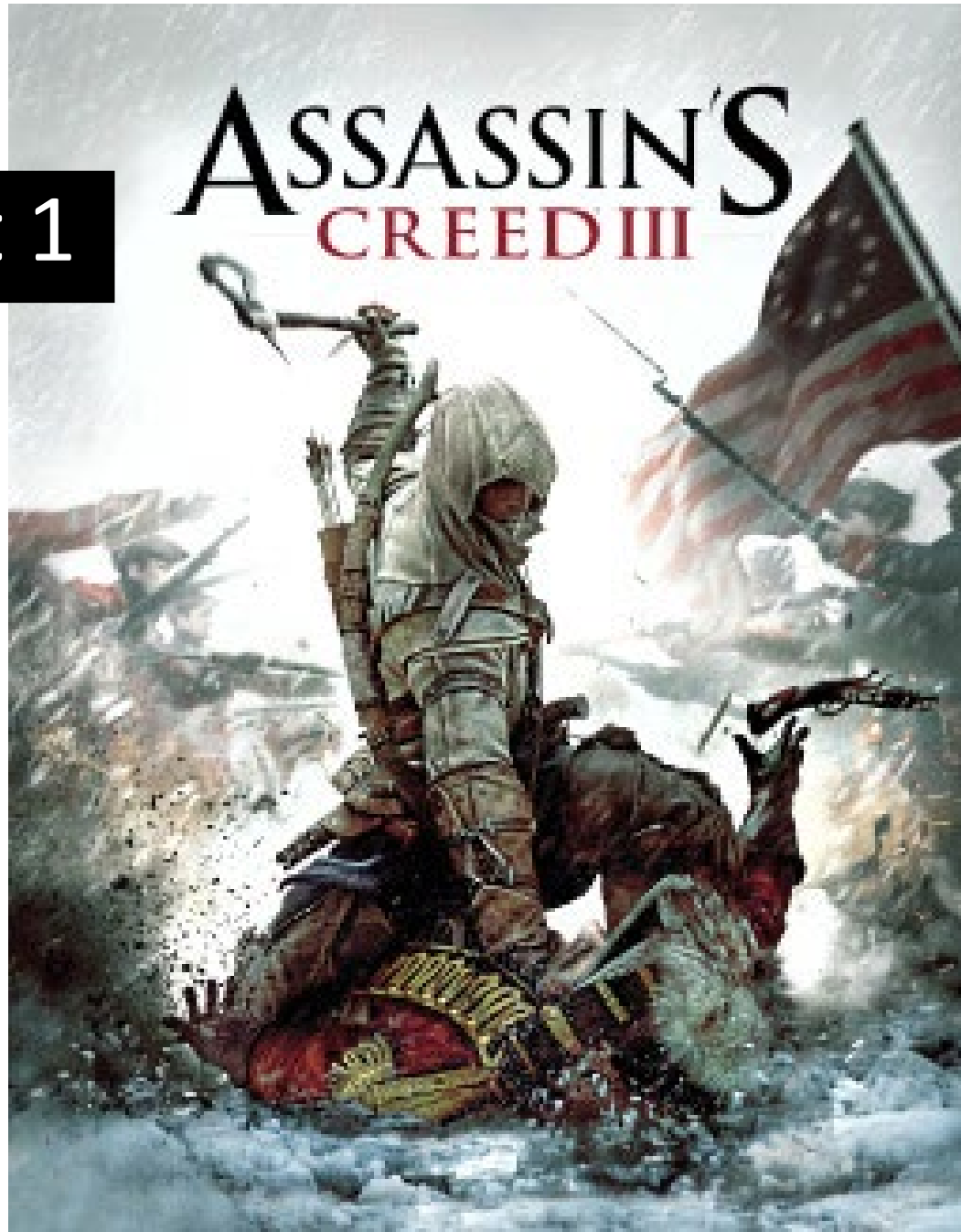
Film Marketing: Hammer Horror

Component 1



Podcast:
George the
Poet

Component 1



Gaming
Audience
Targeting

Component 1



Music Video:
Beyonce & Sam
Fender

