





# Welcome to A Level Media Studies

## What you can read:

*EDUQAS A level Media Studies for A level Year* by Christine Bell & Lucas Johnson

Sample pages at:

[https://www.illuminatepublishing.com/index.php?main\\_page=product\\_info&products\\_id=129](https://www.illuminatepublishing.com/index.php?main_page=product_info&products_id=129)

Also:

<https://www.timeshighereducation.com/books/media-education-manifesto-david-buckingham>

<https://www.theguardian.com/commentisfree/2009/aug/22/media-studies>

<https://www.studyinternational.com/news/media-literacy-fake-news-schools/> <https://www.prospects.ac.uk/careers-advice/what-can-i-do-with-my-degree/media-studies>



## What you can watch:

Here are some of the topics that you will be learning when you join us at Burnley College. Here are some videos for you to watch to get you started:

Advertising: [The history of advertising in 60 seconds](#)

Magazines: [In Vogue the editor's eye](#)

Music Video: [History of music videos](#)

Film Marketing: [Crash course in film production](#)

Television: [A brief history of terrestrial TV channels](#)

Newspapers: [Do newspapers matter in a digital age?](#)

## What we'll be doing:

Below are some of the topics and skills that we will cover in September and October:

Topics	Relevant skills to the topic
Media Language Semiotics Narrative	- Textual analysis - Application of theory
Representations Stereotypes & Power	- Analysis of gender representations - Applying knowledge of social, historical, cultural and political contexts
Advertising & Marketing Tide in the 1950s Event advertising Film marketing	- Applying gender theory to specific examples. - Applying knowledge of social, historical, cultural and political contexts - Application of Audience Theory



## Tasks that you can do to prepare yourself:

Task	Link to the course/specification
<p style="text-align: center;"><b>Task 1</b></p> <p>Watch the video on the history of music videos and then think about three of your favourite music videos. How have these been influenced by what has been made before? Do they feature a <u>narrative</u>, or are they mostly <u>performance-based</u>? Why do you think these two approaches are so common in music videos?</p> <p><a href="#">History of music videos</a></p>	<p style="text-align: center;"><b>Component 1 Section A</b></p> <p>In this component, you will develop skills in analysing unseen media texts, including music videos, considering how they have been constructed through the use of media language. It's important to have some contextual knowledge and understanding to achieve the highest marks in the final examination.</p>
<p style="text-align: center;"><b>Task 2</b></p> <p>Conduct research into a magazine of your choice, making notes on:</p> <ol style="list-style-type: none"><li>1. The publisher</li><li>2. The readership</li><li>3. The front page</li><li>4. Contents</li><li>5. Advertising</li></ol> <p><a href="https://www.hearst.com/magazines">https://www.hearst.com/magazines</a> <a href="https://www.greatmagazines.co.uk">https://www.greatmagazines.co.uk</a> <a href="https://www.dennis.co.uk/brands/">https://www.dennis.co.uk/brands/</a></p>	<p style="text-align: center;"><b>Component 2 Section B</b></p> <p>In this topic you will develop your textual analysis skills, as well as gaining knowledge and understanding of the magazine industry. You will also study how the readership are identified, targeted and engaged with the magazine, as well as looking at the importance of advertising.</p>
<p style="text-align: center;"><b>Task 3</b></p> <p>Download <i>The Guardian</i> free news app: <a href="https://www.theguardian.com/technology/ngactive/2018/may/15/the-guardian-app">https://www.theguardian.com/technology/ngactive/2018/may/15/the-guardian-app</a></p> <p>Or follow the news on the BBC: <a href="https://www.bbc.co.uk/news">https://www.bbc.co.uk/news</a></p>	<p style="text-align: center;"><b>Component 1 Sections A &amp; B</b></p> <p>Apart from studying newspapers as an industry, a Media students should be very aware of news and current affairs using accurate and reliable sources. A knowledge of world events underpins a great deal of the specification, so get a head start now! Other sources are available, but these two are high quality and free</p>

### Contact information

If you have questions regarding this or any other A Level course at Burnley College, please contact [alevels@burnley.ac.uk](mailto:alevels@burnley.ac.uk) or call 01282733373

**We're really looking forward to seeing you in September!**

