**A Level Media Studies: overview of Component 1 and Component 2**

**Component 1: 2 hrs 15 mins - externally examined unit (35%) – 90 marks**

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| **Section A: Media Language and Representation (allocate around 1hr 30 mins) - 45 marks**  This will be based on **two** of the media forms you have studied: advertising, marketing, newspapers or music videos.   * One question on media language based on an **unseen** audio-visual or print text from any of the above media forms. (15 marks). You should spend approximately 25 minutes on this question. * Questions will usually start with: How does…/Explore how… * One extended response on representation based on a **set text and an unseen** audio-visual or print text. Set texts: *Tide, WaterAid, Kiss of Vampire, The Times, The Daily Mirror, Formation* and *Riptide*. This is a comparative question. The unseen text could be from the **same** or **different** media form. (30 marks). You should spend approximately 50 minutes on this question. * Questions will usually start with: Compare…/Compare how…   Important details   1. **Either question (media language or representation) could come first or second in the exam. The question with the audio-visual clip will always come first.** 2. **For whichever question you get an audio-visual text, it will be screened three times. The screening and note-taking will take approximately 15 minutes.** 3. **You will definitely get one audio-visual unseen text and one unseen print text across the two questions.**   In Section A, you must be able to:   * Analyse media language, considering how elements of media language incorporate viewpoints and ideologies. * Consider the significance of genre and how audiences may respond to media language. * Consider the factors that influence representations and explore representations of events, issues, individuals and social groups in the media, using relevant theoretical perspectives or theories in your analysis of media products. * Consider how representations relate to relevant contexts of media. * Analyse critically and compare how media products, including products outside the commercial mainstream, construct and communicate meanings through the interaction of media language and audience response. * Use a range of complex theories of Media Studies and use specialist subject specific terminology appropriately in a developed way. * Debate key questions relating to the social, cultural, political and economic role of the media through discursive writing. * Construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured in an extended response. |
| **Section B: Audiences and Industries (allocate around 45 mins) 45 marks**  This section will be based on **two** of the media forms you have studied, either: advertising, marketing, newspapers, film, radio or video games - and relevant media contexts.   * One stepped question on media audiences (20 marks) * Questions will usually start with: Explain how…/Explain why… or How do…/Explain how… * One stepped question on media industries (25 marks) * Questions will usually start with: Briefly explain… or How have…/Explain how… or What is…/Identify… or Explain how…/Explain why…   Look at how much each question is worth and work out your timing based on this. One minute per mark.  Set texts: *Tide, Water Aid, The Times*, the *Daily Mirror*, *I, Daniel Blake, Straight Outta Compton, Late Night Woman’s Hour: Home, Assassin’s Creed 3: Liberation*.  Important points  **Advertising texts (*Tide* and *Water Aid*) will only appear in questions on audience.**  **Marketing texts (*I, Daniel Blake and Straight Outta Compton*) will only appear in industry questions.**  In Section B, you must be able to:  Show knowledge and understanding of key aspects of media industries, including:   * the significance of ownership and funding, * the role of regulation in global production and distribution, * the impact of digitally convergent platforms and the effect of individual producers on media industries.   Consider aspects of audiences such as:   * the targeting of mass and specialised audiences, * the categorisation and construction of audiences, * how audiences' use of and responses to the media reflect identity and social, cultural and historical circumstances. |

**Component 2: 2 hrs 30 mins externally examined unit (35%) - 90 marks**

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| **All aspects of the theoretical framework will need to be covered in all sections: media language, representation, industries and audiences.**  Section A - **Television in the Global Age** (*Humans* and *The Returned*)   * There will be one two-part question or one extended response question. (30 marks)   Section B – **Magazines: Mainstream and Alternative Media** (*Vogue* and *The Big Issue*)   * There will be one two-part question or one extended response question. (30 marks)   Section C – **Media in the Online Age** (*Zoella* and *Attitude*) (30 marks)   * There will be one two-part question or one extended response question.   Command words for questions: Discuss…/Explain…/Refer to… or How far…./Explore…./Evaluate…  Important details  **At least one of these questions will be worth 30 marks. These questions will be based on both of the set products from that form. One of these questions will be focused on media contexts.**  **The two-part questions could be worth 15 marks each but might not be – but marks will always total 30 overall. Each part of a two-part question will be based on one set product.**  **In one of the questions, you will be required to evaluate theoretical approaches and theories.**  In Component 2, you must be able to:   * Compare each of the set texts in each section by their use of media language and the representations they offer in relation to relevant social, cultural, economic, political and historical contexts. * Discuss the role of media industries in shaping media products, as well as considering the way in which both mass and specialised audiences are targeted and addressed. * Make use of relevant and advanced theories in relation to the set products and reflect critically upon these theoretical perspectives. * Make use of relevant subject-specific terminology. * Debate critically key questions relating to the social, cultural, political and economic role of the media through sustained discursive writing; construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured in an extended response. |