|  |  |
| --- | --- |
|  | **A Level Media Studies – Component 1 theories** |
| **Media Language theories** | **Media Institutions theories** | **Representation theories** | **Audience theories** |
| **Roland Barthes****Semiotics** | **Steve Neale****Genre theory** | **Levi-Strauss****Binary opposition**  | **Jean Baudrillard****Semiotics** | **Curran and Seaton****Power and media industries**  | **Livingstone and Lunt****Regulation**  | **David Hesmondhalgh****Cultural industries** | **Stuart Hall****Representation** | **David Gauntlett****Identity theory** | **Liesbet Van Zoonen****Feminist theory** | **bell hooks****Feminist theory** | **Paul Gilroy****Ethnicity and post-colonialism** | **Albert Bandura****Effects debate** | **George Gerbner****Cultivation theory** | **Stuart Hall****Reception theory** | **Henry Jenkins****Participatory culture**  | **Clay Shirky****End of audience** |
| **Advertising and Marketing** | Kiss of the Vampire | Kiss of the Vampire | Kiss of the Vampire |  |  |  |  | Kiss of the Vampire | Kiss of the Vampire | Kiss of the Vampire |  |  |  |  |  |  |  |
| WaterAid |  | WaterAid |  |  |  |  | WaterAid |  | WaterAid |  |  |  | WaterAid | WaterAid |  |  |
| Tide |  | Tide |  |  |  |  | Tide | Tide | Tide | Tide |  |  | Tide | Tide |  |  |
| **Video games** |  |  |  |  |  | AC3:L | AC3:L |  |  |  |  |  | AC3:L |  |  | AC3:L |  |
| **Film** |  |  |  |  | I, DB |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | SOC |  |  |  |  |  |  |  |  |  |  |
| **Music videos** | Formation |  |  | Formation |  |  |  |  |  |  | Formation | Formation |  |  |  |  |  |
| Riptide | Riptide |  |  |  |  |  |  | Riptide |  | Riptide |  |  |  |  |  |  |
| **Radio** |  |  |  |  | LNWH |  |  |  |  |  |  |  |  |  | LNWH |  |  |
| **Newspapers** |  |  |  |  | The Times | The Times | The Times |  |  |  |  |  |  | The Times | The Times |  | The Times |
| The Mirror |  | The Mirror |  | The Mirror | The Mirror | The Mirror | The Mirror |  |  |  |  |  | The Mirror | The Mirror |  | The Mirror |

|  |  |
| --- | --- |
|  | **A Level Media Studies – Component 1 theories** |
| **Media Language theories** | **Media Institutions theories** | **Representation theories** | **Audience theories** |
| **Roland Barthes****Semiotics** | **Steve Neale****Genre theory** | **Levi-Strauss****Binary opposition**  | **Jean Baudrillard****Semiotics** | **Curran and Seaton****Power and media industries**  | **Livingstone and Lunt****Regulation**  | **David Hesmondhalgh****Cultural industries** | **Stuart Hall****Representation** | **David Gauntlett****Identity theory** | **Liesbet Van Zoonen****Feminist theory** | **bell hooks****Feminist theory** | **Paul Gilroy****Ethnicity and post-colonialism** | **Albert Bandura****Effects debate** | **George Gerbner****Cultivation theory** | **Stuart Hall****Reception theory** | **Henry Jenkins****Participatory culture**  | **Clay Shirky****End of audience** |
| **Advertising and Marketing** | Kiss of the Vampire | Kiss of the Vampire | Kiss of the Vampire |  |  |  |  | Kiss of the Vampire | Kiss of the Vampire | Kiss of the Vampire |  |  |  |  |  |  |  |
| WaterAid |  | WaterAid |  |  |  |  | WaterAid |  | WaterAid |  |  |  | WaterAid | WaterAid |  |  |
| Tide |  | Tide |  |  |  |  | Tide | Tide | Tide | Tide |  |  | Tide | Tide |  |  |
| **Video games** |  |  |  |  |  | AC3:L | AC3:L |  |  |  |  |  | AC3:L |  |  | AC3:L |  |
| **Film** |  |  |  |  | I, DB |  |  |  |  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  | SOC |  |  |  |  |  |  |  |  |  |  |
| **Music videos** | Formation |  |  | Formation |  |  |  |  |  |  | Formation | Formation |  |  |  |  |  |
| Riptide | Riptide |  |  |  |  |  |  | Riptide |  | Riptide |  |  |  |  |  |  |
| **Radio** |  |  |  |  | LNWH |  |  |  |  |  |  |  |  |  | LNWH |  |  |
| **Newspapers** |  |  |  |  | The Times | The Times | The Times |  |  |  |  |  |  | The Times | The Times |  | The Times |
| The Mirror |  | The Mirror |  | The Mirror | The Mirror | The Mirror | The Mirror |  |  |  |  |  | The Mirror | The Mirror |  | The Mirror |