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|  | **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 |

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| **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 |