

Year 13 Media Studies

Subject Title	GCE A Level Media Studies
Exam board	OCR
Specification code	H409
Exam details	2x90 minute papers Paper 1: Media Messages Paper 2: Evolving Media Coursework: Production of 2 media products
Setting arrangements	Students are not set
Time allowed	11 lessons per fortnight
Link to the Toolkit:	
Textbooks and revision guides	Faculty produced resources -OCR A Level Media Studies Student Guide 1: Media Messages by Louisa Cunningham -OCR A Level Media Studies Student Guide 2: Evolving Media by Jason Mazzocchi
Homework information	Research and analysis of media texts and theory as well as independent preparation and production work for coursework portfolio.

Term	Topics	Skills	Assessment
1 and 2	<u>13 Media</u> <u>Media Messages: News</u> - Exploring the role of print news in a digital landscape - News ownership and news values - Audience, readership and demographics	This section consists of two linked in-depth studies that focus on contemporary news in the UK, requiring learners to explore how and why newspapers and their online counterparts are evolving as media products and the relationship between both online and offline news.	Throughout the course students will build a blog which will be their resource of notes for each topic for their exam preparation. They will receive feedback on various research and analysis tasks they produce here as well as the examples

	• Technological change and newspaper production • Students study how 2 national newspapers – The Daily Mail and The Guardian – use front covers, websites and social media feeds to convey meaning. • Analysis of how narrative is constructed in news stories • Analysis of representation of groups in the news-political figures, gender, nationality, ethnic groups, immigrants etc • Analysis of regulation of news media and the companies and organisations involved. • Analysis of how newspapers are presented and constructed-conventions and terminology • Analysis of how the news landscape has changed since the digital revolution and how newspapers operate in an online society. • Application of media theory to news media: <i>Gerbner, Hall, Jenkins, Livingstone, Barthes, Neal, Levi Strauss, Todorov, Baudrillard, Gauntlett, Butler, Van Zoonen, hooks, and Gilroy</i>	Students will learn the skills to allow them to understand and analyse: - the overarching relationship between technological change and newspaper production, distribution and circulation - the impact of digital convergence on the production, distribution and circulation of news - the significance of issues of ownership and economic factors, -the content and appeal of each of the set products and how this is used to target, reach and address different audiences -how audience may use and interpret the same media in different ways -how audiences can be reached through different media technologies and platforms -the impact of the regulatory framework on the newspaper industry and the impact of online news and social and participatory media on regulation.	of production work they create. They will produce at least 4 full exam style responses for this topic which will be assessed to exam criteria.
3 and 4	<u>Evolving Media: Long Form TV Drama</u>	Students will develop skills to draw together knowledge and understanding from the	Throughout the course students will build a blog which will be their resource of notes for

	● Close analysis of the first episodes of 2 Long Form TV drama series- Episode 1 of Stranger Things and Episode 1 of Deutschland 83 ● Analysis to include focus on structure of narrative; use of film language- camera, sound, mise en scene, editing; character presentation. ● Analysis of contextual factors around the 2 episodes ● Economic context: Netflix, AMC/Sundance, online/streaming/on demand marketplace ● Social context: reflection of social issues in episodes; 80s through a 21st century lens ● Historical and political context: Cold War, 80s ● Cultural context: inter-textuality, youth culture, Spielberg and 80s movies ● Application of media theory to LFTVD: <i>Gerbner, Hall, Jenkins, Livingstone, Barthes, Neal, Levi Strauss, Todorov, Baudrillard, Gauntlett, Butler, Van Zoonen, hooks, and Gilroy</i>	whole course whilst considering television as an evolving media form through an in-depth study centred around global contemporary long form television drama. Students will specifically be able to analyse: -the influence of technological change, including digitally convergent media platforms on the production, marketing, distribution and exhibition of long form television drama in a global context. -how audiences consume and interpret long form television dramas in different ways. -how media language can be used to subvert or challenge genre conventions and a consideration of other factors such as genre hybridity, intertextuality, multiple narrative strands and fandom. - camera shots, angles, lighting, settings, locations, costumes, props, makeup, editing and sound. - the values, attitudes and beliefs conveyed by representations and the social and cultural context of these.	each topic for their exam preparation. They will receive feedback on various research and analysis tasks they produce here as well as the examples of production work they create. They will produce at least 4 full exam style responses for this topic which will be assessed to exam criteria.
5	<u>Exam revision and preparation</u>		

Links to websites and revision materials:	
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