

# Progression - Media Studies

Welcome to your Media Studies Y11 to Y12 transition booklet

1. Thinking of studying A Level Media Studies at Worcester Sixth Form College?
  
2. Compulsory Tasks to complete before September
  - Definitions of Key Terms: Media Language
  - Definitions of Key terms: Media Industry
  - Magazine Front Page and Website
  
3. Optional tasks, wider reading and research – useful if you are considering studying Media Studies at University and/or you are interested in a career involving Media Studies

# Thinking of studying A Level Media Studies at Worcester Sixth Form College?

At the moment we teach the OCR specification:

<https://ocr.org.uk/qualifications/as-and-a-level/media-studies-h009-h409-from-2017/>

At KS5 (A level) Media Studies is underpinned by four KEY CONCEPTS that you will learn about:

- MEDIA LANGUAGE
- REPRESENTATION
- AUDIENCE
- MEDIA INDUSTRIES

Alongside these you will also learn a range of **DIGITAL PRODUCTION** skills

This booklet is going to take you through a small range of activities that are designed to prepare you for studying Media Studies at KS5

# Compulsory Tasks to complete before September

## Contents

- Media Language
- Media Industries
- Audience
- Media Production and Technology skills

## Media Language

Media language refers to how media products communicate with an audience. This is mainly done through the use of visual language. You will find that media texts communicate meaning through the use of signs and symbols.

**Task:** Write your own definitions of these key media language terms:

- Denotation
- Connotation
- Representation
- Encoding
- Decoding
- Anchorage

## Media Industries

Media industries refer to the business aspect of the media. As media students you will be exploring how different media industries produce, distribute and market their products.



**Task:** Research the meaning of these key terms. You should write your own definitions (make sure you understand what you are writing):

- Conglomerate
- Oligopoly
- Regulation
- Synergy
- Mainstream
- Independent

Mainstream media products are often produced by big global conglomerates that have a large amount of power within the industry.

# Media Production

30% of your A Level qualification will come from Production Coursework. Every year the exam board set a brief, which students have to work to. Therefore, you won't start coursework before March, but you will be asked to undertake short training activities before then.

## Developing your digital production skills

In order to prepare for this section of the course you should work on developing your own production skills over the summer. You can use whatever you have to hand, Word, Paint, or even draw it out on A4.

## Brief: Magazine Production

**Task:** Design and create the **front page** for a new lifestyle magazine aimed at a fashion conscious 18-25 audience.



You should think carefully about the following aspects:

- The **NAME** – what is the brand name? What are the connotations of this name? How does it appeal to the target audience? What does it suggest about the magazine?
- **USP** (unique selling point) – what is the USP of your magazine brand? What gap in the market does it fill? What does it offer the audience that is different to other current magazines?
- **AUDIENCE** – how are you going to appeal to the target audience?
- **CONTENT** – what issues are explored within the magazine? How are the contents organised into different sections in the contents page?
- **AESTHETIC STYLE** – what colour palettes and typeface have you chosen to represent the brand and appeal to the target audience? What main image have you chosen for the cover page to grab the audience's attention and communicate the genre of the magazine?

### 3: Optional Task and Wider Reading / Research

## TED Talks

Here is a list of links to TED talks that are connected to the concepts explored within Media Studies:

[https://www.ted.com/talks/alisa\\_miller\\_shares\\_the\\_news\\_about\\_the\\_news](https://www.ted.com/talks/alisa_miller_shares_the_news_about_the_news)

[https://www.ted.com/talks/johanna\\_blakley\\_social\\_media\\_and\\_the\\_end\\_of\\_gender](https://www.ted.com/talks/johanna_blakley_social_media_and_the_end_of_gender)

[https://www.ted.com/talks/david\\_puttnam\\_what\\_happens\\_when\\_the\\_media\\_s\\_priority\\_is\\_profit](https://www.ted.com/talks/david_puttnam_what_happens_when_the_media_s_priority_is_profit)

#### TED Talks Playlist

[https://www.ted.com/playlists/21/media\\_with\\_meaning](https://www.ted.com/playlists/21/media_with_meaning)

You should watch the videos above and think about the key points raised in each one.

**Analytical Task:** Write a blurb explaining what each talk is about, and then add your thoughts on this talk.

# Optional Wider Reading

As sixth form students it is essential that you develop your independent learning skills and carry out wider reading around your subject.

Here is a list of books and websites which will help you prepare for the theoretical aspect of the Media Studies course.

## Books

**Media, Gender and Identity** by David Gauntlett

**Feminism is for Everybody** by bell hooks

**Feminist Media Studies** by Liesbet van Zoonen

**Gender Trouble** by Judith Butler

**After Empire** by Paul Gilroy

**There Ain't No Black In The Union Jack** Paul Gilroy

**Media Regulation** by Lunt and Livingstone

**Here Comes Everybody** by Clay Shirky

**Cognitive Surplus: Creativity and Generosity in a Connected Age** by Clay Shirky

**Representation: Cultural Representations and Signifying Practices** Edited by Stuart Hall

**Power without Responsibility: Press, Broadcasting and the Internet in Britain** by James Curran

**The Cultural Industries** by David Hesmondhalgh

**Convergence Culture: Where Old and New Media Collide** by Henry Jenkins

## Websites

The Media Guardian: <https://www.theguardian.com/uk/media>

EMC's Media Magazine: <https://www.englishandmedia.co.uk/media-magazine> (well worth subscribing to)

British Film Institute: <http://www.bfi.org.uk/>

University Guide to Media courses: <https://www.topuniversities.com/courses/communication-media-studies/guide>

# Media Theorists

During the Media Studies course you will encounter many media theorists that have studied various areas of the media. In order to give you a head start you could research as many of these theorists as possible and produce a document that outlines their key theories linked with each of the concepts below:

## Media Language

Semiology – Roland Barthes  
Narratology – Todorov  
Genre Theory – Steve Neale  
Structuralism – Claude Levi-Strauss  
Postmodernism – Baudrillard

## Media Representations

Theories of Representation – Stuart Hall  
Theories of Identity – David Gauntlett  
Feminist Theory – Van Zoonen  
Feminist Theory – bell hooks  
Theories of Gender Performativity – Butler  
Theories Around Ethnicity, and Post-Colonial Theory – Gilroy

## Media Industries

Power and Media Industries – James Curran and Jean Seaton  
Regulation – Livingstone and Lunt  
Cultural Industries – Hesmondhalgh

## Media Audiences

Media Effects – Bandura  
Cultivation Theory – George Gerbner  
Reception Theory – Stuart Hall