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Overview - A Level Media Studies course

A Level Structure of Course

Component 1:

Media Products, Industries and Audiences

Written examination: 2 hours 15 minutes 35% of qualification

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of two sections:

Section A: Analysing Media Language and Representation

This section assesses media language and representation in relation to **two** of the following media forms: advertising, marketing, music video or newspapers. There are **two** questions in this section:

- **one** question assessing media language in relation to an unseen audio-visual or print resource
- **one** extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts.

Component 2:

Media Forms and Products in Depth

Written examination: 2 hours 30 minutes 35% of qualification

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

Section A – Television in the Global Age

There will be **one** two-part question or **one** extended response question.

Section B – Magazines: Mainstream and Alternative Media

There will be **one** two-part question or **one** extended response question.

Section C – Media in the Online Age

There will be **one** two-part question or **one** extended response question.

Component 3:

Cross-Media Production

Non exam assessment: 30% of qualification

An individual cross-media production based on two forms in response to a choice of briefs set by EDUQAS, applying knowledge and understanding of the theoretical framework and digital convergence. Candidates can choose from one of four creative briefs from the following cross-media areas:

Television, Magazines, Film Marketing, Music Marketing



Our department expectations

Hayes School Sixth Form takes students from a wide range of schools, who have studied a variety of subjects at KS4. We want to ensure that everybody is equally able to access the content of the AS Level and so the following tasks give you a chance to ensure you are fully prepared.

At Hayes School we offer Media courses at KS4, however, it is not an issue if you haven't studied Media Studies before.

The Media Arts Department has three main aims that cover all our courses:

- To equip students with a critical toolkit for navigating and understanding the impact of mass forms of communication on our world both past and present.
- To make students aware of the potential that the media has for enriching our lives.
- To develop skills so that students can produce their own media and develop their own vision and creativity.

The key expectations of students taking up our A Level Media Studies course are:

- To turn up for lessons on time and with the proper equipment ready to learn, as when in uniform
- To fully engage and be willing to participate in all lessons
- To meet all deadlines for homework tasks set on Show My Homework and produce your best work at all times
- To put aside at least one study period, per teacher, per week to focus on your Media Studies work - this is the purpose of having non-teaching periods on your timetable

In addition, for the parts of the course that are practical, we advise all students to invest in a good quality SD card so that any photographed or filmed work can be securely looked after. It is also recommended that you have your own headphones for editing audio-visual work. The department has a range of SD cards for sale at cost.

We very much look forward to welcoming you onto our busy, challenging but highly rewarding course!



Report

A-Level Media Studies Bridging Unit 2025

Unlike Film Studies A-Level that focusses **only** on film as a means of communication, the Media Studies A-Level course requires you to engage with a **range** of topics across a variety of different forms of **mass media** that include:

ADVERTISING AND MARKETING - FILM MARKETING - MUSIC VIDEO – NEWSPAPERS - RADIO - VIDEO GAMES

There are four key areas in Media Studies, these are known as the **‘Theoretical Framework’**. These four areas include:

- **Media Language** (*how meaning is created in a media text*)
- **Representation** (*how people, groups, issues are presented by a media text*)
- **Media Industry** (*the ownership, funding, marketing of a media text*)
- **Media audiences** (*how texts target certain audiences, how audiences consume texts*)

The tasks you are going to do in this worksheet will help you explore these four key areas that we cover in Media Studies. **Your report should be around 1000-words in total.**

Task 1

Most mainstream media companies exist as part of a **CONGLOMERATE**. They are what is known as **SUBSIDIARY** companies. Find the media definition for the two terms in capital letters and **write a definition** for both terms.

CONGLOMERATE	Definition:
SUBSIDIARY	Definition:

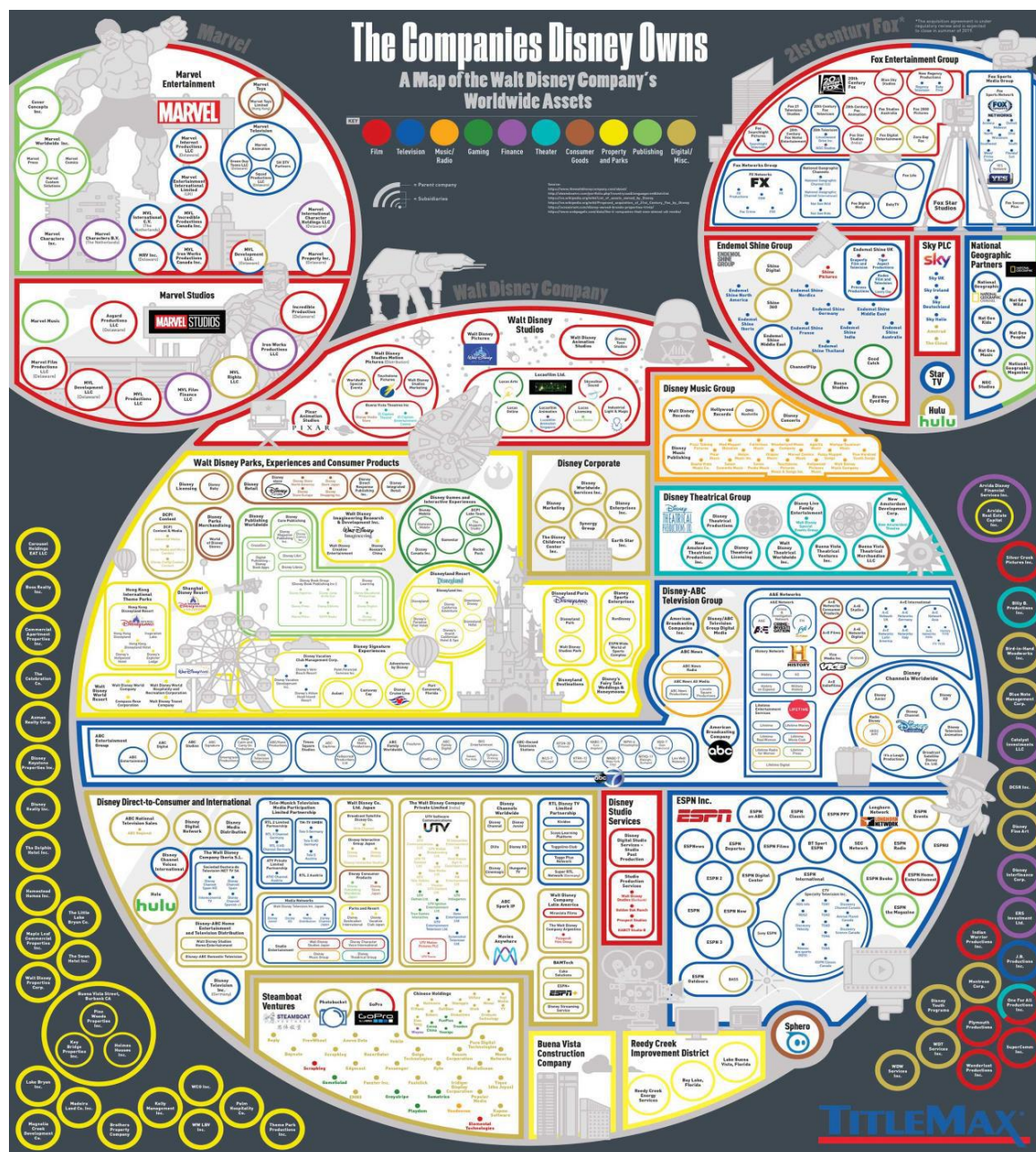
Task 2

Explore the Disney infographic below. If you cannot enlarge the image to see the companies closer then follow the link below to an online version where you can zoom into the image.

https://storage.googleapis.com/titlmax-media/1c8ace8f-every-company-disney-owns-13_pageversion-lg.jpg

- What different media sectors does Disney have companies in? (i.e. film, tv, etc...)
- Disney owns Marvel Studios – why do you think they might have bought it? What does Marvel add to Disney as a company?
- Looking at the companies Disney owns, if Disney release a film what else could they release with the film to maximise profits? (i.e. games, etc...)
- Pick one company that Disney owns, find out what that company does and how helps generate money for Disney as a whole.

Write a paragraph explaining how Disney can be considered one of the major media companies. Use the words **CONGLOMERATE** and **SUBSIDIARY** in your paragraph.



Task 3

Disney as a company is nearly 100 years old! **Create a basic timeline** illustrating how Disney has grown as a company since it was established in 1923

Task 4

As Disney is such a large company with many subsidiary companies making a range of different media texts it will be able to appeal to a **wide global audience** and be able to **maximise profits** and **audience reach**. Different companies might make products for different audiences.

Research the following two companies that Disney own and decide how the audiences for the two companies are different

- Disney Pixar
- Fox Searchlight

Company	Types of film produced	Target Audience
<u>Disney Pixar</u>		
<u>Fox Searchlight</u>		

When we look at target audiences for media texts we often talk about a text having a **PRIMARY AUDIENCE** and a **SECONDARY AUDIENCE**. Write a definition for both these terms

PRIMARY AUDIENCE	<i>Definition:</i>
SECONDARY AUDIENCE	<i>Definition:</i>

Who do you think the primary and secondary audiences are for the following Disney texts:

- Black Panther
- Toy Story
- National Geographic Magazine
- Star Wars franchise
- Demi Lovato (Music)
- ESPN (Sports Network)



Watch & Listen

Resources to help with the bridging task:

The Rise of Disney

https://www.youtube.com/watch?v=wut8calH_o

Disney - Bigger Than You Know

https://www.youtube.com/watch?v=r_0ra-sILKU

How BIG is Walt Disney? (The Story of Disney)

<https://www.youtube.com/watch?v=B-xMYY3XG1U>

General Media Studies resource:

Media Literacy

This extensive 12-episode YouTube playlist covers several aspects of Media Studies in a fun and informative way.

<https://www.youtube.com/playlist?list=PL8dPuuaLjXtM6jSpzb5gMNsx9kdmqBfmY>



Research & Read

There are many online sources to help you investigate Disney as a media conglomerate.

Some key websites are as follows, but there are many more.

As with all online research, you need to check how reliable the source is. Information from academic sites will be the most trustworthy.

Hyperlinked words appear in [BLUE](#)

Article 1

<https://qz.com/1771003/2019-was-disneys-biggest-year-ever-2020-will-be-its-most-important/>

Article 2

<https://www.britannica.com/biography/Walt-Disney>

Article 3

<https://www.investopedia.com/articles/financial-theory/11/walt-disney-entertainment-to-empire.asp>

To help you research for this project and give you wider information about our courses we also have our Media Arts Guide, accessible through our website.

The MAD guide gives you access to:

- Further information on the structure of your course
- Recommended websites for researching into your report
- A suggested reading list to investigate Media Studies at A-Level further
- Login details for accessing Media Magazine



Complete

Your Bridging Unit Report is normally due to be submitted by the end of your first month in the Sixth Form – end of September. However, with no exams to be worrying about, you might well be able to complete this task during this term.

Please note, however, that the Bridging Unit is not only a way for you to start thinking about Media Studies as an academic subject, but is also a way to show your Sixth Form teachers that you understand the work demands of A Level subjects and are on the right courses. Therefore, it is very important that you complete this task to the best of your ability and meet any deadlines set.

Good luck to you and enjoy your first Media Studies task!

Kind regards

Mr David Douglas
Head of Media Arts
Hayes School