**A Level Media Studies**

**COMPONENT 1 MEDIA PRODUCTS, AUDIENCES AND INDUSTRIES**

**Section A: Media Language and Representation**

You will study set texts from the following industries: Advertising, Music Video and newspapers

Set Texts:

* ****Advertising: Tide print advertisement, Kiss of the Vampire film poster, Water Aid TV advert
* Music Video: Beyonce Formation, Vance Joy Riptide
* Newspaper: The Daily Mirror, The Times

**Section B: Understanding Media Industries and Audiences**

You will learn about the media industry and how media products target audiences through the study of the following texts:

* Advertising: Tide, Kiss of the Vampire
* Newspaper: The Daily Mirror, The Times
* Videogames: Assassin’s Creed Franchise
* Radio: Late Night Woman’s Hour
* Film Industry: I, Daniel Blake,Black Panther

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**COMPONENT 2 Media Forms and Products in Depth**

**Section A: Television in the Global Age**

You will explore two TV drama programmes from different countries:

* The Bridge (Sweden/Denmark)
* Life of Mars (UK)

**Section B: Magazines: Mainstream and Alternative Media**

You will explore magazines from different time periods that appeal to different audiences:

* Woman’s Realm
* Huck

**Section C: Media in the Online Age**

You will explore two contrasting online media products

* Zoella blog
* Attitude online magazine



**COMPONENT 3 NON-EXAMINED ASSESSMENT:**

You will be required to produce an individual portfolio of media products to a set brief. Briefs are selected from the following media forms:

* Television
* Advertising and Marketing: Music
* Advertising and Marketing: Film
* Magazines
* Website Production

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