



Highams Park  
School

**Media Studies:  
Summer Transition  
Booklet**



# Course Content - OCR

Content Overview	Assessment Overview	
<p><b>Section A: News and Online Media</b> This section consists of <b>two linked in-depth studies</b> 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. Learners must select from a list set by OCR.</p> <p><b>Section B: Media Language and Representation</b> Learners will explore media language and representation, through media products set by OCR in the following media forms:</p> <ul style="list-style-type: none"> <li>• magazines</li> <li>• advertising and marketing and</li> <li>• music videos</li> </ul>	<p>Media messages (01) 70 marks 2 hours Written paper</p>	<p><b>35% of total A level</b></p>
<p><b>Section A: Media Industries and Audiences</b> Learners will explore media industries and audiences, through media products set by OCR for:</p> <ul style="list-style-type: none"> <li>• radio</li> <li>• video games</li> <li>• film*</li> </ul> <p><i>*Film to be studied in relation to media industry only.</i></p> <p><b>Section B: Long Form Television Drama</b> Learners will engage in <b>one in-depth study</b> of television as an evolving, global media form. Learners must study one complete episode of a contemporary English language long form TV drama and one complete episode of a non-English language long form TV drama to inform their study. Learners must select from lists set by OCR.</p>	<p>Evolving media (02)* 70 marks 2 hours Written paper</p>	<p><b>35% of total A level</b></p>
<p>Learners will create a cross-media product in response to an OCR set brief.</p>	<p>Making media* (03/04) 60 marks (NEA)</p>	<p><b>30% of total A level</b></p>

## Paper 1 Case Studies

**Newspapers** – The Guardian and The Daily Mail

**Magazines** – The Big Issue

**Advertising** – River Island, Dove and Shelter

**Music Videos** – Heaven, Emillie Sande and Titanium, David Guetta

## Paper 2 Case Studies

**Radio** – The Radio 1 Breakfast Show

**Video Games** – Animal Crossing: New Horizons

**Film** – Snow White (1937) and Shang-Chi (2021)

**Long Form TV Drama:** Stranger Things (2015) and Deutschland 83 (2015)

Keen to know more? Check out OCR's website!

Over the 2 years of A Level Media Studies course you will be studying the following subject areas:

- Language
- Industries
- Audience
- Representation

Each of these areas covers a range of different skills. You will be looking at these areas and learning how:

- The media represents events, issues, individuals and social groups in different ways.
- To create your own media products, using industry standard software.
- To develop your research and analysis skills through the study of a range of media forms such as magazines, posters, film and television.
- To analyse how the media uses conventions and techniques to create meaning for an audience.
- Different media are targeted to specific audiences.
- To evaluate professional media to understand how the producers and directors aim to make an audience think or feel.

## Summer Tasks

### Summer Task 1 - Media Language (how the media communicates meanings)

Analysis of why a director/producer has made certain decisions in creating this advert. Write a 200-500 words analysis of one aspect of the Deutschland '83 trailer <https://www.youtube.com/watch?v=Eb0yFr2jVAU> and discuss the director's use of camera, editing, sound and mise en scene (costumes, lighting, actors, makeup, props, setting) etc

### Summer Task 2 - Media Industries (how the media industries' processes of production, distribution and circulation affect media forms and platforms)

Research Task: When talking about the film industry, what do we mean by the 'Big Five'? Who are the 'Big Five' media companies? What other companies do they own?

Find an example of a major media product that each of the 'Big Five' have produced within the last year, and research key information about these productions (budget, cast (if relevant), advertising campaign, release dates etc.)

### Summer Task 3 - Audience (how the media targets, reaches and addresses audiences, how audiences interpret and respond)

Choose any magazine front cover or film poster - annotate and analyse what about it makes audiences want to read more

### Summer Task 4 - Representation (how media forms portray events, issues, individuals and social groups)

One of the key principles underpinning the A Level Media Studies course is the concept of representation and the role the media plays in shaping our understanding of the world.

Analyse the banned 'Are you beach body ready' and compare with 'This Girl Can' advertising campaign. How do they show social groups?

(e.g. specific groups within gender, age, disability, regional identity, ethnicity, sexuality, class/status etc.)