

AQA 7572 A Level Media Unit Content Guide



The image displays a collage of screenshots from the edusitesmedia website, showcasing lesson content for AQA 7572 A Level Media Studies Unit 10. The screenshots are arranged in an overlapping, layered fashion, highlighting various topics and tasks.

Top Layer (Common Representations):

- COMMON REPRESENTATIONS** (Masculinity):
 - Tends to be heterosexual with emphasis on being toned and muscular. Problem solvers and go-getters challenge stereotypes.
 - Such men are their body image protectors.
 - Gendered, run on black, grey, and in some media diversification LGBT models.
- COMMON REPRESENTATIONS** (Femininity):
 - Tends to be heterosexual with emphasis on being toned, shaped and confident, successful, appealing to men.
 - Often dressed with make-up. Often blue eyes and blonde body image, sex and
 - dominate.
 - or female anti-hero is

Middle Layer (The language of video game covers):

- The language of video game covers** (Call of Duty):
 - Title/logo — the name/brand is an easy way to identify a game. Titles/logos are an important part of branding and identify for gamers and their players.
 - The font selection for *Call of Duty* is industrial/urban and modern: it is a sans serif font — the letters are clean without the serifs that are present in a serif font such as Times New Roman or Typewriter (see MNP examples).
 - The Call of Duty brand is so established that it is instantly recognised.
 - The white block font is often colour-faded and clipped, further constructing an urban/military stamp associated as a stereotypical 'masculine' image.

Bottom Layer (Semiotic Analysis):

- Complete a semiotic analysis of the cover of *Sims FreePlay* set product.**
- Complete a semiotic analysis of the cover of *Lara Croft Tomb Raider: Anniversary* set product.** (SP TASK 3E)
 - What representations are offered:
 - Of gamers?
 - Of the *Tomb Raider* franchise?
 - Of women?
 - Of the 2007 era?
 - How is narrative used?
 - Apply relevant theoretical models
 - Remember:** Title, Image, Graphics, Font choice, Language, Colour palette, Audience, Institutions
 - Apply:** Barthes, Todorov, Levi-Strauss, Baudrillard, Hall, Van Zoelen, hooks, Butler, Neale

The screenshots also show navigation menus with lesson numbers and titles, and 'edusitesmedia' branding throughout the interface.

AQA 7572 A Level Products	Assessment Sector	Framework	Context	Edusites Unit
Score: pre-1970 male grooming product	Advertising and Marketing Media One Section A	Language Representations	Social Cultural Historical	Unit 7
Maybelline: 'That Boss Life Part 1'	Advertising and Marketing Media One Section A	Language Representations	Social Cultural	Unit 7
Letter to the Free (Common featuring Bilal)	Music Video Media One Section A	Language Representations	Social Political Economic Cultural	Unit 7
Billie Jean (Michael Jackson)	Music Video Media One Section A	Language Representations	Historical Social Political Economic Cultural	Unit 7
<i>The Surgery: Radio One</i>	Radio Media One Section B	Industries Audiences	Social Cultural	Unit 8
<i>War of the Worlds</i> (1938) Broadcast	Radio Media One Section B	Industries Audiences	Historical Social Political Cultural	Unit 8
<i>The Daily Mail</i>	Newspapers Media One Section B	Industries Audiences	Social Political Economic Cultural	Unit 8
<i>The i</i>	Newspapers Media One Section B	Industries Audiences	Social Political Economic Cultural	Unit 8
<i>Chicken</i> (Independent Film)	Film (Industries only) Media One Section B	Industries Audiences	Social Economic Cultural	Unit 8
<i>Men's Health</i>	Print Magazines Media Two Forms and Products In-Depth	Language Representations Industries Audiences	Social Cultural	Unit 9
<i>Oh Comely</i>	Print Magazines Media Two Forms and Products In-Depth	Language Representations Industries Audiences	Social Cultural	Unit 9
Teen Vogue website http://www.teenvogue.com/ , Facebook page Twitter feed	Online Magazines Media Two Forms and Products In-Depth	Language Representations Industries Audiences	Social Political Cultural Economic	Unit 9
The Voice website http://www.voice-online.co.uk/	Online Magazines Media Two Forms and Products In-Depth	Language Representations Industries Audiences	Social Political Cultural Economic	Unit 9
<i>Metroids Prime 2: Echoes</i> (PEGI 12)	Online, Social and Participatory Media/Video Games Media Two Forms and Products In-Depth	Language Representations Industries Audiences	Social Cultural	Unit 10
<i>Tomb Raider Anniversary 2007</i> (PEGI 16)	Online, Social and Participatory Media/Video Games Media Two Forms and Products In-Depth	Language Representations Industries Audiences	Cultural	Unit 10
<i>Sims Freeplay</i>	Online, Social and Participatory Media/Video Games Media Two Forms and Products In-Depth	Language Representations Industries Audiences	Social Cultural	Unit 10
<i>Capital Deutschland 83</i>	Television Option 1 Media Two Forms and Products In-Depth	Language Representations Industries Audiences	Social Economic Political Cultural	Unit 11 Primary Focus
<i>Witnesses The Missing</i>	Television Option 2 Media Two Forms and Products In-Depth	As Option 1	As Option 1	Secondary Focus
<i>No Offence The Killing</i>	Television Option 3 Media Two Forms and Products In-Depth	As Option 1	As Option 1	Secondary Focus

Unit 7 Media Language

Core Lessons

- AQA Core Unit 7 Media Language+ Introduction
- Lesson 1 - Introduction to the Study of Media - Kanye & Jay-Z
- Lesson 2 - Introduction to the Study of Media - Jay-Z, Will Smith & Obama
- Lesson 3 - Academic Ideas of Semiotics - Saussure & Pierce
- Lesson 4 - Evolving Semiotics - Barthes
- Lesson 5 - Evolving Semiotics - The meaning of Colour
- Lesson 6 - Evolving Semiotic Theory - Benetton A Case Study
- Lesson 7 - Uses of Semiotic Theory - Myth - Newspapers
- Lesson 8 - Uses of Semiotic Theory - Mythologies - Metanarratives
- Lesson 9 - Semiotics - Narrative Theory - Todorov
- Lesson 10 - Semiotics - Narrative Patterns - Propp
- Lesson 11 - Semiotics - Levi-Strauss - The Sun
- Lesson 12 - Semiotics - Technical Codes - Print Conventions
- Lesson 13 - Semiotics - Tasks Applying Codes to Print
- Lesson 14 - Semiotics & Post-Modernism- Baudrillard - Print
- Lesson 15 - Post- Modernism - Hyperreality - Photoshop - Print
- Lesson 16 - Conventions of Print - Mastheads and Slogans - News
- Lesson 17 - Conventions of Film - Shots and Framing - Film
- Lesson 18 - Conventions of Film - Mise-En-Scene
- Lesson 19 - Language of Film - Preparing Selected Clips
- Lesson 20 - Star Theory - Preparing Student Selected Clips
- Lesson 21 - Media Language - Convention - Magazines
- Lesson 22 - Star Theory - Student Presentations
- Lesson 23 - Magazines - Audience - Student Presentations
- Lesson 24 - Presentation of Student Selected Clips
- Lesson 25 - Presentation of Student Selected Clips

CSP Lessons

- Unit 7 Exam Introduction
- Lesson 1: AQA Examination Structure
- Lesson 2: Preparing for Section A
- Lesson 3: Print Advertising - Score, Brut, Musk, Hai Karate
- Lesson 4: Print Advertising - Brylcreem, Lynx, Old Spice, Score
- Lesson 5: Online Advertising - That Boss Life, Mum's Eye View
- Lesson 6: Online Advertising - That Boss Life, Mum's Eye View
- Lesson 7: Online Advertising - That Boss Life, Towie, The Kardashians
- Lesson 8: Music Videos - Billie Jean
- Lesson 9: Music Videos - Goodwin's Theory
- Lesson 10: Music Videos - Michel Foucault, Analysis
- Lesson 11: Music Videos - Billie Jean, Intertextuality
- Lesson 12: Music Videos - Letter to the Free
- Lesson 13: Music Videos - Billie Jean, Letter to be Free
- Lesson 14: Music Videos - Repetition and Difference
- Lesson 15: Practice - Steve Neale

NEA Lessons

- AQA 7572 A Level Media Studies Unit 7 NEA Introduction
- Lesson 1: AQA NEA Structure
- Lesson 2: Researching the Brief
- Lesson 3: Researching Print Briefs
- Lesson 4: Researching Print Briefs
- Lesson 5: Researching Print Briefs

Unit 8 Media Representation

Core Lessons

- Core Unit 8 Media Representation+ Introduction
- Lesson 1: The Study of Media - Thor Film Posters
- Lesson 2: Studying Media - Language and Representation
- Lesson 3: Mediation - Berger - Advertising
- Lesson 4: Mediation - Perception - Newspaper Analysis
- Lesson 5: Confirmation Bias - Newspaper Analysis
- Lesson 6: Dissonance - Festinger - Advertising
- Lesson 7: Stereotyping - Black Urban Culture
- Lesson 8: Gender Tropes - Mulvey - Advertising
- Lesson 9: Gender Tropes - MOA - Advertising
- Lesson 10: Gender Tropes - Masculinity
- Lesson 11: Ethnic Tropes - Advertising
- Lesson 12: Hegemony - Gramsci - Advertising
- Lesson 13: Encoding & Decoding - Hall
- Lesson 14: Cultural Effects - Hall - News
- Lesson 15: Countertypes - Gray - Advertising
- Lesson 16: Butler - Gender - Film Poster & Magazine
- Lesson 17: Queer Theory - Magazine Cover
- Lesson 18: Application of Theory - Presentation Task
- Lesson 19: Third Wave Feminism - This Girl Can
- Lesson 20: Intersectionality - Hegemony - Gramsci
- Lesson 21: Counter Types - Gilroy - Tomb Raider
- Lesson 22: Revising Theory - Key Themes -Application
- Lesson 23: Revising Theory - Task & Application
- Lesson 24: Revising Theory - Task & Application
- Lesson 25: Revising Theory - Task & Application

CSP Lessons

- AQA A Level Media Studies Core Unit 8 Exam Introduction
- Lesson 1: The Exam Tasks - The Frameworks
- Lesson 2: The Exam Tasks - A Brief Cultural Context
- Lesson 3: Contexts - The Sixties and Modern Times
- Lesson 4: Newspaper Institutions 1 - Conventions and Expectations
- Lesson 5: Newspaper Institutions 2 - Demo & Ethnographic
- Lesson 6: Newspaper Institutions 3 - News Values
- Lesson 7: Newspaper Institutions 4 - Ideology and Evolution
- Lesson 8: Case Study The Daily Mail - Mediation and Confirmation
- Lesson 9: Case Study The Daily Mail - Institution and Ideology
- Lesson 10: Case Study The Daily Mail - Press Industry
- Lesson 11: Case Study The Daily Mail - Deep Edition Study
- Lesson 12: Case Study The i - Print Industry Structures
- Lesson 13: Case Study The i - Vertical Integration
- Lesson 14: Newspaper Regulation - The Effects Debate
- Lesson 15: War of the Worlds - Fear and Moral Panic
- Lesson 16: War of the Worlds - Encoding and Decoding
- Lesson 17: Case Study Radio - The Surgery - BBC
- Lesson 18: Case Study Radio - The Surgery - Diversity & Alienation
- Lesson 19: Case Study Film - Chicken - Micro-Budget - Audience
- Lesson 20: Case Study Film - Chicken - Influencer Marketing

Unit 9 Media Audience

Core Lessons

- AQA Core Unit 9 Media Audience+ Introduction
- Lesson 1: What is an Audience? - Derry Girls
- Lesson 2: What is an Audience? - Black Ops
- Lesson 3: Mediation - Magazines & Measuring Audience
- Lesson 4: Hypodermic Model - Frankfurt School - Waterloo Road
- Lesson 5: Effects Model - Myth - News
- Lesson 6: Cultivation Model - Gerbner - TV & Gaming
- Lesson 7: Two-Step Flow - Site/Blog/Channel
- Lesson 8: Demographics - Reinforcement - Media Consumption
- Lesson 9: Profiling the Audience - Film Poster
- Lesson 10: Uses and Gratifications - Music Video
- Lesson 11: Uses and Gratifications - Theory Task
- Lesson 12: Reception Theories - Advertising Standards
- Lesson 13: Research and Analysis Skills
- Lesson 14: Morley & Hall - Women/Gender/Spice Girls
- Lesson 15: Concepts\Consumption - Fragmented Audience
- Lesson 16: Fiske/Hartley & Para-Text - Video Comparison
- Lesson 17: Althusser Interpellation - Masculinity
- Lesson 18: Cohen & Moral Panics - News/Online/Paper
- Lesson 19: Agenda Setting - News
- Lesson 20: Fandom - Stryker - Jenkins
- Lesson 21: Audience as Products - Prosumer
- Lesson 22: Death of Audience - Shirky - Music Promotion
- Lesson 23: Death of Audience - Task

CSP Lessons

- Introductory Lesson - Media Forms and Products In-Depth
- Lesson 1: Theoretical Models - Applied Question Type
- Lesson 2: Genre - Magazines - How Do We Know?
- Lesson 3: Magazines - Front Covers - Applying Theory
- Lesson 4: Magazines - Institutions - Social Contexts
- Lesson 5: Case Study *Men's Health/Oh Comely* - Contexts and Ideologies
- Lesson 6: Magazine Conventions - Contents Pages
- Lesson 7: Magazine Conventions - Editorial and Editor's Pages
- Lesson 8: Magazine Conventions - Layouts - Formal/Informal
- Lesson 9: Magazine Conventions - Design
- Lesson 10: Magazine Conventions - Mode of Address
- Lesson 11: Magazine Conventions - The Audience
- Lesson 12: Case Study *teenVOGUE* - Online Conventions
- Lesson 13: Case Study *teenVOGUE* - Online Evolution
- Lesson 14: Case Study *teenVOGUE* - Exam Task
- Lesson 15: Case Study *teenVOGUE* - Exam Task
- Lesson 16: Case Study *The Voice* - A History - Print VS Online
- Lesson 17: Case Study *The Voice* Online – Convergence
- Lesson 18: Case Study *The Voice* Online - Identity - Exam Task

Unit 10 Media Industry

Core Lessons

- Introductory Lesson Theoretical Framework
- Lesson 1: Defining Institutions - Ladybird
- Lesson 2: Refining Institutions - Branding -Sony
- Lesson 3: Expanding Institutions - Curran and Seaton
- Lesson 4: Ownership - YouTube
- Lesson 5: The Digital Age - Digital Natives
- Lesson 6: Funding - Platforms, Sponsorship & Placement
- Lesson 7: TV - Public, Commercial & Internet
- Lesson 8: TV - Scheduling - Stripping & Stacking
- Lesson 9: Print - Agenda Setting - The Sun
- Lesson 10: Film - Classic, New and Franchised Hollywood
- Lesson 11: Digital - Convergence - Platforms - Gamer
- Lesson 12: Genre 1 - Repetition and Difference
- Lesson 13: Genre 2 - TV Serial Drama
- Lesson 14: Genre 3 - Opening Credits - Sopranos & Happy Valley
- Lesson 15: Genre 4 - Narratives - Binary Opposition
- Lesson 16: Ownership - Dominant Hegemony - Gatekeeping
- Lesson 17: End of Audience - Consumer as Collaborator
- Lesson 18: Regulation - Ofcom - Ratings - Task
- Lesson 19: Whose show is it anyway? - Production Houses

CSP Lessons

- Lesson 1: Media Two Video Games - PS4 - AQA Question Types
- Lesson 2: Video Game Conventions - Branding, Genre & Audience
- Lesson 3: Video Game Cover Conventions - Narrative Applied
- Lesson 4: Gaming Contexts 1995-2018 - A History
- Lesson 5: Video Game - Industry & Institutions – Review
- Lesson 6: Video Game - Contexts & Ideologies - Applying Theory
- Lesson 7: Video Game - Representation – Baudrillard
- Lesson 8: Video Game - Applying Audience Theory – Task
- Lesson 9: Gaming - Participation & Fan Culture – Audience
- Lesson 10: Gaming - Audience Issues/Analysis
- Lesson 11: Video Game - Application of Theory

Unit 11 Final CSP Lessons

- **Lesson 1:** Media Two - Long Form TV Drama - *Capital - Deutschland 83* - AQA Guidance
- **Lesson 2:** Long Form TV Drama (LFTD) - Genre - Conventions - Trailers
- **Lesson 3:** Serial/Series Drama Forms - Industry & Audience Contexts
- **Lesson 4:** Contexts 1995-2018 - Social - Narrative - Themes - *Breaking Bad* Exemplar
- **Lesson 5:** LFTD - Media Language - Signs & Meaning - Narrative/Genre/Structuralism/Post-Modernism Research
- **Lesson 6:** Media Language Test
- **Lesson 7:** LFTD - Representation & Identity - *Deutschland 83* - Hall - McComb & Shaw - Gauntlett
- **Lesson 8:** Representation & Identity - *Deutschland 83* - Van Zoonen - hooks - Butler - Gilroy
- **Lesson 9:** LFTD - Characters - Propp - Spheres of Action
- **Lesson 10:** LFTD - Demographics - Audience - Hybridity - Hesmondhalgh - Curran & Seaton
- **Lesson 11:** LFTD - Context & Ideologies - Baudrillard - Gauntlett - Maffesoli
- **Lesson 12:** LFTD - Audience Issues - Jenkins
- **Lesson 13:** LFTD - Production Issues - Understanding Appeal - Blumler & Katz
- **Lesson 14:** LFTD - Audience Issues - *Deutschland 83*
- **Lesson 15:** Testing Understanding - Television Dramas

Unit 12 Revision Unit

- We are constructing these Units at the moment so if there is something you would like to see then please email our revision guru:

emily@edusites.co.uk

AQA A Level Mock Exam Pack

Printable PDF papers:

- AQA 7572 A Level Media Paper 1
- AQA 7572 A Level Media Paper 2

Indicative Content/Mark Scheme

- AQA 7572 A Level Media Paper 1 Indicative Content
- AQA 7572 A Level Media Paper 2 Indicative Content