



<b>Eduqas WJEC 603 A Level Products</b>	<b>Assessment Sector</b>	<b>Framework</b>	<b>Context</b>	<b>Edusites Unit</b>
<i>Tide</i> print advertisement (1950s) <b>AND</b> <i>WaterAid</i> audio-visual advertisement (2016) <b>AND</b> <i>Kiss of the Vampire</i> film poster (1963)*	<b>Advertising and Marketing</b> Component 1 Section A	Language Representation	Social Economic Political Cultural	<b>Unit 7</b>  <b>*covered in Revision Unit</b>
<i>Formation</i> , Beyonce (2016) <b>Or</b> <i>Dream</i> , Dizzee Rascal (2004) <b>AND</b> <i>Riptide</i> , Vance Joy (2013)	<b>Music Video</b> Component 1 Section A	Language Representation	Social Economic Political Cultural	<b>Unit 7</b>
<i>The Daily Mirror</i> front cover Nov 10, 2016 <b>AND</b> <i>The Times</i> front and back pages Nov 10, 2016	<b>Advertising and Marketing</b> Component 1 Section A	Language Representation	Social Economic Political Cultural	<b>Unit 7</b>
<i>Tide</i> print advert (1950s) <b>AND</b> <i>WaterAid</i> audio-visual advert (2016)	<b>Advertising (audience only)</b> Component 1 Section B	Industries Audiences	Social Cultural Historical	<b>Unit 8</b>
<i>Straight Outta Compton</i> (2015) <b>AND</b> <i>I, Daniel Blake</i> (2016)	<b>Film (cross-media study including marketing)</b> Component 1 Section B	Industries Audiences	Social Cultural Historical	<b>Unit 8</b>
<i>The Daily Mirror</i> <b>AND</b> <i>The Times</i>	<b>Newspapers</b> Component 1 Section B	Industries Audiences	Social Cultural Historical	<b>Unit 8</b>
<i>Late Night Woman's Hour: Home</i> , 28 Oct 2016	<b>Radio</b> Component 1 Section B	Industries Audiences	Social Cultural Historical	<b>Unit 8</b>
<i>Assassin's Creed III: Liberation</i> (2012)	<b>Video Games</b> Component 1 Section B	Industries Audiences	Social Cultural Historical	<b>Unit 8</b>
<i>Life On Mars</i> (UK) Series 1, Episode 1: (2006) BBC <b>AND</b> <i>The Bridge</i> (Denmark/Sweden) Season 3, Episode 1 (2015) SVT1, DR1	<b>Television Option 1</b> Component 2 Section A	Language Representation Industries Audiences	Social Economic Political Cultural Historical	<b>Unit 11</b> <b>Primary Focus</b>
<i>Humans</i> (UK) Series 1, Episode 1: (2015) Channel 4 <b>AND</b> <i>The Returned</i> (France) Season 1, Episode 1: Camille (2012) Canal+	<b>Television Option 2</b> Component 2 Section A	Language Representation Industries Audiences	Social Economic Political Cultural Historical	<b>Unit 11</b> <b>Transferable Skills</b>
<i>The Jinx: The Life and Deaths of Robert Durst</i> (US) Episode 1: Chapter 1: A Body in the Bay (2015) HBO <b>AND</b> <i>No Burqas Behind Bars</i> (2013 Sweden)	<b>Television Option 3</b> Component 2 Section A	Language Representation Industries Audiences	Social Economic Political Cultural Historical	<b>Unit 11</b> <b>Transferable Skills</b>
<i>Woman</i> (23-29 August 1964) <i>Adbusters</i> (May/June 2016)	<b>Magazines Option 1</b> Component 2 Section B	Language Representation Industries Audiences	Social Political Cultural Historical	<b>Unit 9</b> <b>Primary Focus</b>
<i>Woman's Realm</i> (7-13 Feb 1965) <i>Huck</i> (Feb/Mar 2016)	<b>Magazines Option 2</b> Component 2 Section B	Language Representation Industries Audiences	Social Political Cultural Historical	<b>Secondary Focus</b>
<i>Vogue</i> (July 1965) <i>The Big Issue</i> (Oct 17-23, 2016)	<b>Magazines Option 3</b> Component 2 Section B	Language Representation Industries Audiences	Social Political Cultural Historical	<b>Secondary Focus</b>
<i>PointlessBlog</i> <i>DesiMag</i>	<b>Media in the Online Age Option 1</b> Component 2 Section C	Language Representation Industries Audiences	Social Political Cultural Historical	<b>Secondary Focus</b>
<i>Zoella</i> <i>Attitude</i>	<b>Media in the Online Age Option 2</b> Component 2 Section C	Language Representation Industries Audiences	Social Political Cultural Historical	<b>Unit 10</b> <b>Primary Focus</b>

## Unit 7 Media Language

### Core Lessons

- Eduqas (WJEC) Core Unit 7 Media Language+ Introduction
- Lesson 1: Introduction to the Study of Media - Kanye and Jay-Z
- Lesson 2: Introduction to the Study of Media - Jay-Z, Will Smith and 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 & Framing - Film
- Lesson 18: Conventions of Film - Mise-En-Scene
- Lesson 19: Language of Film - Preparing Selected Clips
- Lesson 20: Star Theory - Preparing Selected Clips
- Lesson 21: Media Language - Conventions - 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: Eduqas Examination Structure
- Lesson 2: Applying of Theoretical Models
- Lesson 3: Applying Theoretical Models - Tide
- Lesson 4: Media Representation - Tide
- Lesson 5: Media Representation - Tide
- Lesson 6: WaterAid
- Lesson 7: Compassion Fatigue - WaterAid
- Lesson 8: Media Representation - WaterAid
- Lesson 9: Importance of Audience - WaterAid
- Lesson 10: Examination Style / Practice - WaterAid
- Lesson 11: Music Video - Formation
- Lesson 12: Media Representation - BeyoncV©
- Lesson 13: Media Analysis - Fomation
- Lesson 14: Applying Theoretical Models - Formation
- Lesson 15: Applying Theoretical Models - Riptide
- Lesson 16: Structure - Newspapers
- Lesson 17: Representations and Ideologies - Newspapers
- Lesson 18: The Daily Mirror
- Lesson 19: The Times
- Lesson 20: Newspaper - Exam Practice

### NEA Lessons

- NEA Introduction
- Lesson 1: Eduqas NEA Structure
- Lesson 2: Researching the Brief
- Lesson 3: Researching Print Briefs - Feature Pages
- Lesson 4: Researching Print Briefs - Contents Page
- 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

- Unit 8 Exam Introduction
- Lesson 1: Eduqas Exam Structure
- Lesson 2: Contexts
- Lesson 3: Contexts - Social and Cultural
- Lesson 4: Audience - Tide
- Lesson 5: Audience - WaterAid
- Lesson 6: Audience - WaterAid
- Lesson 7: Newspaper Contexts - The Daily Mirror, The Times
- Lesson 8: Institutions - The Daily Mirror
- Lesson 9: Audience - Newspapers
- Lesson 10: The Times
- Lesson 11: Newspaper Industry - Clay Shirky
- Lesson 12: Assassins Creed
- Lesson 13: Wider Issues - Assassins Creed
- Lesson 14: Wider Issues - Assassins Creed
- Lesson 15: Film Industry - Straight Outta Compton
- Lesson 16: Straight Outta Compton
- Lesson 17: I, Daniel Blake
- Lesson 18: I, Daniel Blake
- Lesson 19: Late Night Woman's Hour
- Lesson 20: Late Night Woman's Hour
- Lesson 21: Audience - Late Night Woman's Hour
- Lesson 22: Exam Practice - Late Night Woman's Hour

### NEA Lessons

- NEA Introduction
- Lesson 1: The NEA Briefs Summer 2019
- Lesson 2: Effective Research
- Lesson 3: Effective Research Models
- Lesson 4: Effective Research - Genres
- Lesson 5: Research Strategies

## Unit 9 Media Audience

### Core Lessons

- Eduqas (WJEC) 603 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
- Lesson 1: Paper 2 Section B - Mainstream & Alternative
- Lesson 2: Magazines - Historical Contextual Knowledge
- Lesson 3: Magazines - Genre Theory - Branding
- Lesson 4: Magazines - Cover Conventions
- Lesson 5: Magazines - Mainstream & Alternative
- Lesson 6: Magazines - Contexts & Era
- Lesson 7: Magazines - Content Conventions
- Lesson 8: Magazines - Feature Page Conventions
- Lesson 9: Magazines - Editors Page/Editorials Conventions
- Lesson 10: Magazines - Design - Formal and Informal
- Lesson 11: Magazines - Mode of Address - Exemplar Response
- Lesson 12: Magazines - Representations - Examiners Report
- Lesson 13: Magazines - Ideology - Task
- Lesson 14: Magazines - Advertising- Douglas – Task
- Lesson 15: Magazines - Audience - Review Learning

## 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: Section C Media in the Online Age
- Lesson 2: Rise of the Vlogger
- Lesson 3: Vlogging Genre
- Lesson 4: Vlogging Analysis
- Lesson 5: Vlogging - Media Language - **Zoella**
- Lesson 6: Vlogging - Representations - **Zoella**
- Lesson 7: Influencers - Meaning/Response
- Lesson 8: Audience - **Zoella**
- Lesson 9: Influencers
- Lesson 10: Guidance on Online Site Analysis - **Attitude**
- Lesson 11: Mode of Address
- Lesson 12: Developing Responses (for all products)
- Lesson 13: Ideologies - Online Products
- Lesson 14: Adverts - Cultural Influence
- Lesson 15: Cultural Contexts
- Lesson 16: Audience Issues

## Unit 11 Final CSP Product Unit

- Lesson 1: Paper 2 Section A Television Products
- Lesson 2: TV Conventions - Genre Analysis - **Ripper Street** Exemplar
- Lesson 3: Genre - Neale - Repetition & Difference - Hybridity - **Life on Mars - The Bridge**
- Lesson 4: Language - Narrative - Genre - Long Form TV - Documentaries - **Life on Mars**
- Lesson 5: Language - Structuralism - Post-Modernism - Research - **Life on Mars**
- Lesson 6: **Media Language Baseline Test**
- Lesson 7: Representation & Identity - Stuart Hall - McComb & Shaw - **Life on Mars**
- Lesson 8: Representation & Identity - Hall - Gauntlett - Buckingham - **Life on Mars**
- Lesson 9: Identities - Van Zoonen - Gender - bell hooks - Butler - Gilroy - Ethnicity - **Life on Mars**
- Lesson 10: Character Roles - Zeitgeist - Propp - Spheres of Action
- Lesson 11: Post-Modernism - Baudrillard - Levi-Strauss - **Life on Mars**
- Lesson 12: Institutional Issues - Platforms - Broadcasting - Hesmondhalgh
- Lesson 13: Audience - Long Form TV - Documentaries - Era - **Life on Mars**
- Lesson 14: Audience - Blumler & Katz - Uses & Gratifications - **Trapped - The Jinx**
- Lesson 15: Documentary Form - Audience - Meaning - Verisimilitude/Modality
- Lesson 16: Long Form Television Drama - Industry Contexts - Audience - Technology

## 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](mailto:emily@edusites.co.uk)**

## Eduqas WJEC A Level Mock Exam Pack

### Printable PDF papers:

- Eduqas (WJEC) 603 A Level Media Paper 1 Component 1 Sections A and B
- Eduqas (WJEC) 603 A Level Media Paper 2 Component 2 Sections A, B and C

### Mark Schemes and Indicative Content

- Eduqas (WJEC) 603 A Level Media Paper 1 Mark Scheme PDF
- Eduqas (WJEC) 603 A Level Media Paper 1 Indicative Content
- Eduqas (WJEC) 603 A Level Media Paper 2 Mark Scheme PDF
- Eduqas (WJEC) 603 A Level Media Paper 2 Indicative Content