

St Paul's Catholic School and Sixth Form



Transition Work for Sixth Form

"Let your light shine before others." – Matthew 5:16
Sixth Form, the St Paul's way — with Christ at the heart of it all.

AQA A Level Media Studies at St Paul's Catholic School and Sixth Form

The purpose of completing the tasks below is to introduce some of the key concepts you will study throughout the course.

After completing the task, your teacher will be able to provide feedback and further information on each of the key concepts explored.

Due date: Monday 1st September 2025

Task 1

Task 1 will include looking at just some of the media theories you will be studying in the course. You will need to find out two things about the theories listed using the link provided.

Task 2

In Task 2 you are expected to use media language to analyse an advert.

Task 3

Finally in Task 3, you will need to identify the target audience for each of the media products listed.

Specification: AQA

Recommended Reading: Media Theory for A Level: The Essential Revision Guide by Mark Dixon

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Media Studies is a theoretical course. You will learn about many media theories across the four areas of media study and apply them to the close study products that have been already listed in this booklet.

I. Visit: [MASSOLIT – Short video lectures from the world's best academics](#)

Log in using single sign on

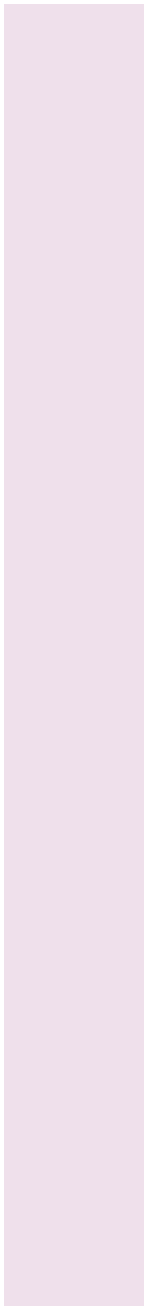
Start typing the name of your institution

St Paul's

St Paul's Catholic School, Leicester

3. Search the theory in the search bar at the top.

Media Language Theories	Media Representation Theory
Semiotics (Roland Barthes)	Gender Performativity (Judith Butler)



Narratology (Todorov)

Intersectionality (bell hooks)

Media Industry Theories

Media Audience Theories

Power and Media Industries (Curran and Seaton)

Fandom (Jenkins)

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Task 2

Media language refers to how media products communicate with an audience. This is mainly done using visual language. You will find that media texts communicate meaning using signs and symbols. Creators of media products encode messages and meanings within their products through media language; the audience then decode their messages and respond to them in different ways.

It can include:

- Camera Angles
- Editing
- Sound
- Mise-en-scene (what is in the frame)
- Intertextuality (referring to another media product within their own work)

Look at this picture from a print advertisement for Tide washing detergent. What meanings does this advert portray to a viewer (about women? Cleanliness? Etc). Annotate the image with ideas of what the signs are and what they could mean.

No wonder you women buy more **TIDE** than any other washday product!

**TIDE'S GOT
WHAT WOMEN WANT!**

NO SOAP-NO OTHER "SUDS"-NO OTHER
WASHING PRODUCT KNOWN-WILL GET
YOUR WASH AS **CLEAN** AS **TIDE!**



ONLY **TIDE** DOES ALL THREE:

1. World's CLEANEST wash!

Yes, Tide will get your wash cleaner than any other washing product! (Tide, unlike soap, removes both dirt and soap film.) No wonder more Tide goes into American homes than any other washday product!

2. World's WHITEST wash!

It's a miracle! In hardest water, Tide will get your shirts, sheets, towels whiter—yes, whiter—than any soap or any other washing product known!

3. Actually BRIGHTENS colors!

Trust all your washable colors to Tide. With all its terrific cleaning power, Tide is truly safe . . . and actually brightens soap-dulled colors.



REMEMBER!

TIDE GETS CLOTHES CLEANER THAN
ANY OTHER WASHDAY PRODUCT YOU CAN BUY!

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Task

3

Every media product targets a specific audience. Each media product producer has a target audience in mind when creating the product. What would be the point of any media text if there was no audience to consume it? Within Media Studies 'audience' refers to how different forms of media target, reach and address audiences. We also explore how to group people into audiences and how these groups respond differently to different media texts.

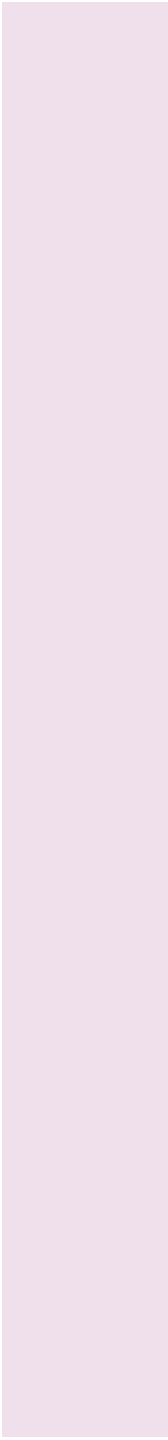
For each of the following trailers, identify the target audience and give examples of how they have appealed to this target audience.

1. Gears of War

<https://www.youtube.com/watch?v=ccWrbGEFgl8>

Target audience:

Examples of how they appeal to this group:



2. **Farmville**

[FarmVille 2: Country Escape - Download Now \(youtube.com\)](#)

Target audience:

Examples of how they appeal to this group:

3. **World of Warcraft**

[https://www.youtube.com/watch?v=jSjr3dXZfcg](#)

Target audience:

Examples of how they appeal to this group: