

AQA Media Studies - Paper 1

Area of Framework	Close Study Product	Assessment Criteria Revision	Useful Links/Places to find information	R	A	G
Language	External	I can easily identify and explain the conventions of magazines				
		I can explain how magazine conventions may appeal to the target audience				
		I can perform a semiotic analysis of an unseen print media product				
		I understand what semiotics/semiology is	https://www.youtube.com/watch?v=SlpOaY-HMk&t=134s			
		I understand what the connotations of signs are				
		I can write an analysis of a print media product in my own words				
		I can apply relevant media language theory to media products	Knowledge organiser (Language)			
Language	Reveal	I am familiar with the <i>Reveal</i> Close Study Product	https://mediamacguffingcseyear1.blogspot.com/search?q=reveal+magazine			
		I understand the cultural and social values/contexts that influence <i>Reveal</i>				
		I can identify aspects of print media that appeal to an audience				
		I can apply relevant media language theory to media products	Knowledge organiser (Language)			
		I can analyse a media product considering its context(s)				
Representation	Reveal	I can suggest how representations have been used to communicate meaning to an audience	Knowledge organiser (Representation)			
		I can comment on and analyse specific representations and link them to social/cultural context(s)				
Language	OMO	I am familiar with the OMO Close Study Product	https://mediamacguffingcseyear1.blogspot.com/search?q=OMO+advert			
		I can identify conventions of print advertising				
		I can clearly explain the techniques that adverts use to persuade audiences				
		I understand the social and cultural contexts of the OMO advert (1950s)				
		I can explain how social/cultural contexts influenced the way people understood adverts in the 1950s.				
Representation	OMO	I can suggest how representations have been used to communicate meaning to an audience	Knowledge organiser (Representation)			

		I can comment on and analyse specific representations and link them to social/cultural context(s)			
Language	Galaxy	I can explain the term 'narrative'			
		I am familiar with the <i>Galaxy</i> advert CSP	https://www.youtube.com/watch?v=Z6HKWuZPrdU		
			https://mediamacguffingcseyear1.blogspot.com/search?q=galaxy		
		I can analyse how the <i>Galaxy</i> advert CSP uses narrative structure			
		I can apply relevant narrative theory to the <i>Galaxy</i> CSP (Propp/Todorov)	Knowledge Organiser (Language)		
Industry	BBFC	I understand the work of the British Board of Film Classification			
		I can provide examples of the work the BBFC carries out			
Audience	Arctic Monkeys - IBYLGOTDF	I am familiar with the <i>Arctic Monkeys – I bet You Look Good On The Dancefloor</i> Close Study Product	https://www.youtube.com/watch?v=pK7egZaT3hs		
			http://mediamacguffingcseyear2.blogspot.com/2019/02/music-video-arctic-monkeys-i-bet-you.html		
		I can explain the relationship between independent bands and their audiences			
		I can identify conventions of music videos			
		I understand the different types of music video (narrative, performative, concept)	https://www.youtube.com/watch?v=9sDXwZ3JuNY		
		I can apply relevant audience theory to this CSP (Uses & Gratifications; Hypodermic Needle; Young & Rubicam; Stuart Hall Encoding/Decoding etc)	Knowledge organiser (Audience)		
		I can explain audience interaction with media products such as music videos			
Industry	Zoella	I am familiar with Zoella and her social media brand	https://www.youtube.com/zoella		
			https://mediamacguffingcseyear1.blogspot.com/search?q=zoella		
		I can explain how Zoella created and expands her brand			

		I can explain how Zoella makes money through social media			
		I can explain how Zoella uses convergence to diversify her brand and make money.			
Industry and Audience	Kim Kardashian Hollywood	I am familiar with the <i>Kim Kardashian: Hollywood</i> Close Study Product	https://mediamacguffingcseyear1.blogspot.com/search?q=kim+kardashian+hollywood		
		I can explain social/cultural contexts that influence video games			
		I understand the benefits and drawbacks of gaming			
		I understand the difference between <i>active</i> and <i>passive</i> audiences			
		I can apply relevant audience theory (Encoding/Decoding; Uses & Gratifications; Young & Rubicam; Hypodermic needle theory etc)	Knowledge organiser (Audience)		
		I can provide my opinion in response to a given statement			
		I can explain, using theory and terminology, why gaming can often be hard to resist	Knowledge organiser (Audience) Knowledge organiser (Industry)		
		I can successfully evaluate the advantages and disadvantages of gaming.			