



***Use the QR Code to view the
Eduqas/WJEC Media AS
specification.***

A Level Media SOW



Answer these questions about the specification:

- How is the course assessed?
- What is the name of a feminist theorist?
- What is the NEA?
- What are the 4 theoretical frameworks?
- Can you name 1 media theorist?

A - L E V E L M E D I A



A WARM WELCOME FROM US TO YOU

This course is designed to equip you with all the theoretical knowledge you need to pursue a career working in the media industry. The emphasis will be on developing your ability to think critically when constructing an understanding about the media that surrounds us everyday.

You will be introduced with key theorist for audience, representation, and industry. You will also get the opportunity in your coursework to experiment with your own practical skills.

AS MEDIA STUDIES ENGAGES STUDENTS IN THE IN DEPTH STUDY OF MEDIA PRODUCTS IN RELATION TO THE FOUR AREAS OF THE THEORETICAL FRAMEWORK:

- media language
- media representation
- media industries
- media audiences.

Students are required to study media products from all of the following media forms:

- television
- film
- radio
- newspapers
- magazines
- advertising and marketing
- online, social and participatory media
- video games
- music video

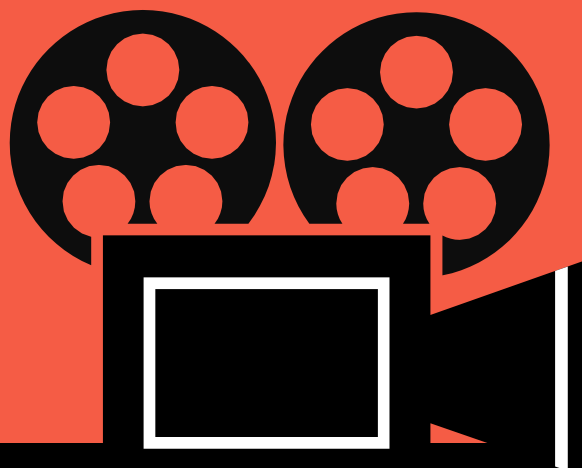
SUMMER TASK

GETTING PREPARED



DOES VIOLENCE PORTRAYED IN THE MEDIA CAUSE VIOLENCE IN SOCIETY?

As an A-Level Media student it is essential that you are building lots of different skills to support your academic progress. In this activity you will be considering your **comprehension skills**, **research skills**, and **writing skills**.





DOES VIOLENCE PORTRAYED IN THE MEDIA CAUSE VIOLENCE IN SOCIETY?

To get started:

YOU ARE NOW INVITED TO COMPLETE THE FOLLOWING
ACTIVITIES TO PREPARE FOR THE START OF YOUR NEW
COURSE.

You can complete these activities by:

- ♦ Using Google Docs
- ♦ Using Microsoft Word
- ♦ Using Paper
- ♦ Using a Video/Audio Recorder





What to consider as "violence"?



1. Make a list of at least five TV programmes or games that you consider to include violent content
2. Collect research for each of these online and find the age certification
3. Write a sentence that describes whether you think the age certification is appropriate or not
4. Finally explain why you think this.



DOES VIOLENCE PORTRAYED IN THE MEDIA CAUSE VIOLENCE IN SOCIETY?

Reading Task



Task 1: The Media Effect Debate

There has long been a debate about the impact that media products have on their audience and this is commonly known as the '**media effects debate**'. Building on ideas that derived from the 1930s **Hypodermic Syringe model**, Vance Packard (1957) discussed the negative impact of mass media products with reference to persuasive advertising across print and broadcast media.

The passive audience theory, which references **Packard's** idea of the mass media being able to inject ideas into peoples head like a 'hypodermic syringe', reinforces the idea that audiences have limited resistance to media messages.

Main concerns were about the idea of '**copycat**' effects, and this assumes the audience will copy whatever they see on screen. Ideas about copycat behaviour also stem from **Gerbner and Gross (1978) cultivation theory**, this suggests that over time, repetition of viewing violence acts allows certain ideas and values to become normalised. By repetitive viewing of violent images, for example in TV, Film and video games the audience may become immune towards negative and/or violent representation, as per to the idea about **desensitiation**.

Continues on the next page -





DOES VIOLENCE PORTRAYED IN THE MEDIA CAUSE VIOLENCE IN SOCIETY?

Research Task



Moral Panic:

Stanley Cohen's 1972 theory has been revisited many times since his original work on how the press created a moral panic about the subcultures of mods and rockers and the way that the music and fashion of both had a negative impact on the teenagers that followed their lifestyle and fashion.

However, since then, films, teen magazines, video games and more recently, social media and online technologies have been blamed for causing problems in society. The main concern and focus has been on the negative impact or effect that watching or using such media has on vulnerable members of society, such as children.

Research some of the most famous cases of Moral Panic, look at crimes believed to have been inspired by film/ TV/ Games and write a description of what happened and what the Media/ Public blamed the crime on. For example:



The 1987 Hungerford Massacre- A shooting spree where a 27 year old man shot and killed 16 people including his own mum using a handgun and shotguns before killing himself. This attack was believed to have been inspired by the film Rambo- a view accelerated by tabloid papers and reports at the time.

DOES VIOLENCE PORTRAYED IN THE MEDIA CAUSE VIOLENCE IN SOCIETY?

Writing Task



Task 2: The Media Effect Debate

Question 1: What is meant by the Hypodermic syringe model?

Question 2: What is the difference between passive audience and an active audience?

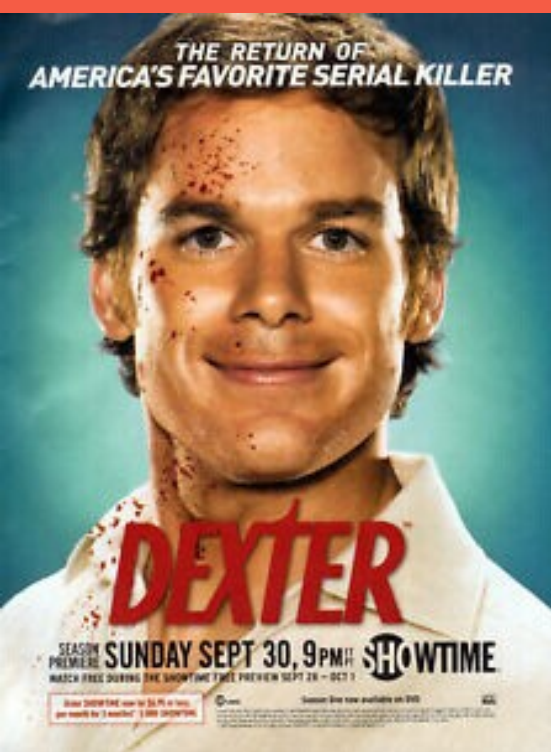
Question 3: Explain the 'copycat' effect with examples.

Question 4: What does it mean to be desensitised?

Question 5: What was Stanley Cohen's theory and how has it changed since originally published?

Question 6: What media platforms have recently been to blame for having a negative impact on society and why?

Question 7: What does it mean to be a vulnerable member of society?





DOES VIOLENCE PORTRAYED IN THE MEDIA CAUSE VIOLENCE IN SOCIETY?

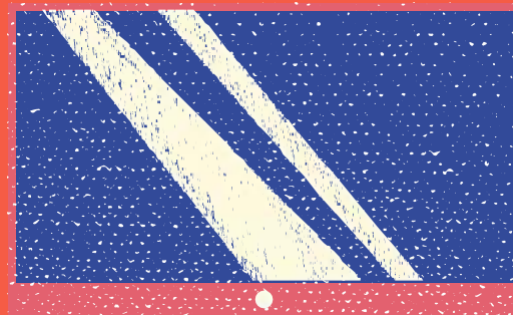
Watching Task



Task 3: The Media Effect Debate

Please watch this Video Essay on "*Does Violent Movies Create Violent People?*":

<https://www.youtube.com/watch?v=pkibi0iKeIY>



Task 4: The Media Effect Debate

Questions to consider after watching the video from Task 3.



Question 1: What is the video focusing on?

Question 2: What is meant by 'Priming'?

Question 3: What is the Bandura's Bobo Doll Experiment?

Question 4: What did Johnnie J. Allen and Craig A. Anderson write an article about and how did it link to the media effect debate?

Question 5: What is the evidence against the idea that movies cause violence?