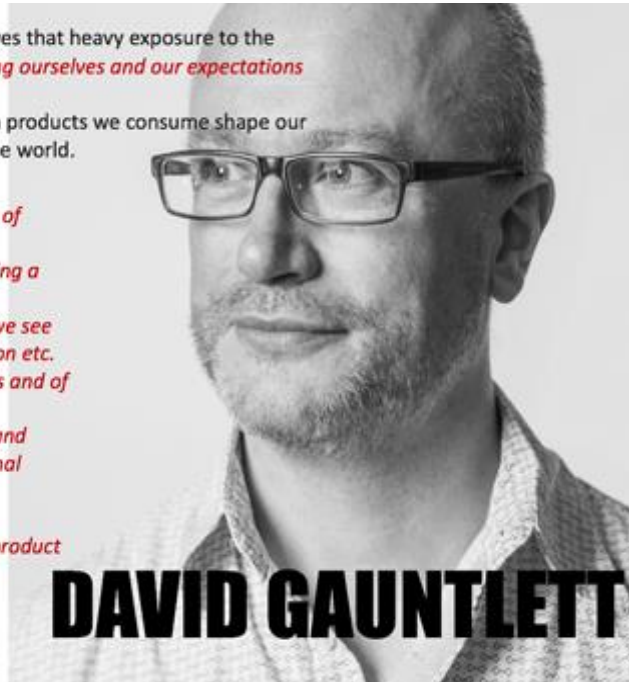


AQA GCSE Media - New!

"Media, Gender and Identity", **David Gauntlett** believes that heavy exposure to the media could "*hardly fail to affect our own way of conducting ourselves and our expectations of other people's behaviour*". His model is concerned with the extent to which the media products we consume shape our sense of who we are and the way we negotiate this with the world.

One element of his model is the sense of media as a focus of collective identity - our sense of belonging to a group. In the case of The Archers this is seen in the audience having a shared attitude towards the brand as cultural icon. It speaks to our sense of things binding us to others who we see as being like ourselves – national identity; ethnicity; religion etc. The Archers trades upon such a strong sense of Britishness and of nostalgia for an idealised society. Gauntlett's model carries ideas of Blumler and Katz Uses and Gratifications theory with its ideas of our desire for personal relationships as a key motivator for our selections when consuming media. Gauntlett takes this further in stressing the way a media product constructs a set of values and beliefs that we act on.



Unit 1 Media Language

[Unit 1 AQA 8572 GCSE Media Studies Core: Media Language 20 lessons](#)

Content Overview: Which part of the specification is covered below?

- Media One Paper 1 Section A Media Language and Media Representations
-

[Unit 1 AQA 8572 GCSE Media Studies Close Study Products 10 lessons](#)

Close Study Products Covered:

- **Galaxy**
 - **OMO**
 - **NHS/NOBO**
-

Unit 2 Media Representation

[Unit 2 AQA 8572 GCSE Core: Media Representation 20 lessons](#)

Content Overview: Which part of the specification is covered below?

- Media One Section B Media Audiences and Media Industries
-

[Unit 2 AQA 8572 GCSE Media Studies Close Study Products 11 lessons](#)

Close Study Products Covered:

- **Tatler**
 - **Heat**
 - **Black Widow**
 - **I, Daniel Blake**
-

Unit 3 Media Audience

[Unit 3 AQA 8572 GCSE Core: Media Audience 20 lessons](#)

Content Overview: Which part of the specification is covered below?

- Media One Section A: Media Language and Representations
- Media Two Section B: Media Audience and Media Industries
- Media Two Section B: Media Online, Social and Participatory and Video Games

Assessment Overview:

- Online, social and participatory media
 - Video games
-

[Unit 3 AQA 8572 GCSE Close Study Products 14 lessons](#)

Close Study Products Covered:

- **Marcus Rashford**
- **Kim Kardashian**
- **Lara Croft - Go**

Unit 4 Media Industry

[Unit 4 AQA 8572 GCSE Media Core: Media Industry 17 lessons](#)

Content Overview: Which part of the specification is covered below?

- Media One Section A: Media Language and Representations
 - Media Two Section B: Media Audience and Media Industries
-

[Unit 4 AQA 8572 GCSE Media Close Study Products 15 lessons](#)

Close Study Products Covered:

- **The Times**
 - **The Daily Mirror**
 - **The Arctic Monkeys Music Video, I Bet You Look Good on the Dance Floor**
 - **Blackpink Music Video - How do you like that?**
-

Unit 5 Final Close Study Products

[Unit 5 AQA 8572 GCSE Media Studies Close Study Products 10 lessons](#)

Close Study Products Covered:

- **His Dark Materials (2020) - Episode 1: Ravens**
 - **Dr Who (1963) - Episode 1: An Unearthly Child**
-

AQA Product Blogs

[BBC Radio & The Blackburn Rover](#)

[Dr Strange - The Film Industry Part 1 of 3](#)

[How to approach I Daniel Blake - The Film Industry Part 2 of 3](#)

[The Film Industry Part 3 of 3 - Explicit Comparison - Doctor Strange and I Daniel Blake](#)

Unit 6 Exam Specific Revision & Preparation

[AOA GCSE Media Revision 5 lessons New!](#)

[GCSE Media Revision Knowledge Organisers](#)

Assessment Tools

[Exam Pack 1](#)

[Exam Pack 2 - Includes Live Scripts](#)

[Exam Pack 3](#)

NEA Assistance and Advice

[Unit 1 AQA 8572 GCSE Media Studies NEA](#)

[Unit 2 AQA 8572 GCSE Media Studies NEA](#)

[Unit 3 AQA 8572 GCSE Media Studies NEA](#)

Secret Examiner Blogs

[NEA Blog 1](#)

[NEA Blog 2 - Radio Show](#)

[NEA Blog 3 - Lifestyle magazines](#)

[NEA Blog 4 - Social Realism - and lots more](#)