<table>
<thead>
<tr>
<th>Eduqas WJEC 603 A Level Products</th>
<th>Assessment Sector</th>
<th>Framework</th>
<th>Context</th>
<th>Edsites Unit</th>
</tr>
</thead>
<tbody>
<tr>
<td><em>Tide</em> print advertisement (1950s) AND <em>WaterAid</em> audio-visual advertisement (2016) AND <em>Kiss of the Vampire</em> film poster (1963)*</td>
<td>Advertising and Marketing Component 1 Section A</td>
<td>Language Representation</td>
<td>Social Economic Political Cultural</td>
<td>Unit 7 *covered in Revision Unit</td>
</tr>
<tr>
<td><em>The Daily Mirror</em> front cover Nov 10, 2016 AND <em>The Times</em> front and back pages Nov 10, 2016</td>
<td>Advertising and Marketing Component 1 Section A</td>
<td>Language Representation</td>
<td>Social Economic Political Cultural</td>
<td>Unit 7</td>
</tr>
<tr>
<td><em>Tide</em> print advert (1950s) AND <em>WaterAid</em> audio-visual advert (2016)</td>
<td>Advertising (audience only) Component 1 Section B</td>
<td>Industries Audiences</td>
<td>Social Cultural Historical</td>
<td>Unit 8</td>
</tr>
<tr>
<td><em>Straight Outta Compton</em> (2015) AND <em>I, Daniel Blake</em> (2016)</td>
<td>Film (cross-media study including marketing) Component 1 Section B</td>
<td>Industries Audiences</td>
<td>Social Cultural Historical</td>
<td>Unit 8</td>
</tr>
<tr>
<td><em>The Daily Mirror</em> AND <em>The Times</em></td>
<td>Newspapers Component 1 Section B</td>
<td>Industries Audiences</td>
<td>Social Cultural Historical</td>
<td>Unit 8</td>
</tr>
<tr>
<td><em>Late Night Woman’s Hour: Home, 28 Oct 2016</em></td>
<td>Radio Component 1 Section B</td>
<td>Industries Audiences</td>
<td>Social Cultural Historical</td>
<td>Unit 8</td>
</tr>
<tr>
<td><em>Assassin’s Creed III: Liberation</em> (2012)</td>
<td>Video Games Component 1 Section B</td>
<td>Industries Audiences</td>
<td>Social Cultural Historical</td>
<td>Unit 8</td>
</tr>
<tr>
<td><em>Woman</em> (23-29 August 1964) <em>Adbusters</em> (May/June 2016)</td>
<td>Magazines Option 1 Component 2 Section B</td>
<td>Language Representation Industries Audiences</td>
<td>Social Political Cultural Historical</td>
<td>Unit 9 Primary Focus</td>
</tr>
<tr>
<td><em>PointlessBlog</em> DesiMag</td>
<td>Media in the Online Age Option 1 Component 2 Section C</td>
<td>Language Representation Industries Audiences</td>
<td>Social Political Cultural Historical</td>
<td>Secondary Focus</td>
</tr>
<tr>
<td><em>Zoella Attitude</em></td>
<td>Media in the Online Age Option 2 Component 2 Section C</td>
<td>Language Representation Industries Audiences</td>
<td>Social Political Cultural Historical</td>
<td>Unit 10 Primary Focus</td>
</tr>
</tbody>
</table>
### 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 - Dougals - 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 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

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### 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