OCR H409 A Level Media
Unit Content Guide

Paper 2 Section A: Media Industry & Audience
Video Games: Minecraft

Audience Construction

The integration of the Intel microprocessor for the Home console in 1980 enabled "Space Invaders" as a console game and a new era of gaming. Atari 2600 sales were over 2 million units in 1980.

As home and arcade gaming boomed, so too did the development of the gaming community. The late 1970s and early 1980s saw the release of hobbyist magazines such as "Creative Computing" (1974), "Computer and Video Games" (1979), and "Computer Gaming World" (1981). These magazines created a sense of community and offered a platform by which gamers could engage.
<table>
<thead>
<tr>
<th>OCR H409 A Level Products</th>
<th>Assessment Sector</th>
<th>Framework</th>
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<th>Edusites Unit</th>
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<tr>
<td><strong>The Jungle Book</strong> (1967) AND The Jungle Book (2016)**</td>
<td>Film Component 2 Section A</td>
<td>Industries</td>
<td>Economic Historical</td>
<td>Unit 9</td>
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<tr>
<td><strong>Poster advertisements for:</strong> Old Spice (male grooming product) Lucozade (soft-drink) Shelter (charity)**</td>
<td>Advertising and Marketing Component 1 Section B</td>
<td>Language Representations</td>
<td>Social Cultural</td>
<td>Unit 8</td>
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<tr>
<td><strong>The BBC Radio One Breakfast Show:</strong> One complete episode</td>
<td>Radio Component 1 Section B</td>
<td>Industries Audiences</td>
<td>Economic Political Cultural</td>
<td>Unit 9</td>
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<tr>
<td><strong>The Big Issue:</strong> Two front covers</td>
<td>Magazines Component 1 Section B</td>
<td>Language Representations</td>
<td>Social Cultural Political</td>
<td>Unit 8</td>
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<tr>
<td>Minecraft</td>
<td>Video Games Component 2 Section A</td>
<td>Industries Audiences</td>
<td>Economic Social</td>
<td>Unit 10</td>
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<td><strong>Stop Where You Are – Corinne Bailey Rae Unfinished Sympathy – Massive Attack Heaven - Emeli Sande Ya Mama – Fatboy Slim Burn the Witch – Radiohead Titanium – David Guetta</strong></td>
<td>Magazines Component 1 Section B</td>
<td>Language Representations</td>
<td>Social Cultural</td>
<td>Unit 8</td>
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<tr>
<td><strong>Long form television dramas:</strong> List A (English language) Mr Robot House of Cards Homeland Stranger Things**</td>
<td>Television Component 2 Section B</td>
<td>Language Representation</td>
<td>Social Economic Political Cultural</td>
<td>Unit 11</td>
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<tr>
<td><strong>Long form television dramas:</strong> List B (non-English language) The Killing Borgen Trapped Deutschland 83**</td>
<td>Television Component 2 Section B</td>
<td>Language Representation</td>
<td>Social Economic Political Cultural</td>
<td>Unit 11</td>
</tr>
<tr>
<td><strong>Two front covers from The Daily Mail</strong> and two front covers from The Guardian AND One complete edition of The Daily Mail and one complete edition of The Guardian.**</td>
<td>Newspapers Component 1 Section A</td>
<td>Language Representation</td>
<td>Social Economic Political Cultural</td>
<td>Unit 7</td>
</tr>
<tr>
<td>The Mail Online and The Guardian websites AND At least two articles from the Mail Online website and at least two from The Guardian websites plus Facebook, Twitter and Instagram feeds.</td>
<td>Online, social and participatory media Component 1 Section A</td>
<td>Language Representation</td>
<td>Social Economic Political Cultural</td>
<td>Unit 7</td>
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</tbody>
</table>
## Unit 7 Media Language

### Core Lessons
- OCR Core Unit 7 Media Language+ Introduction
- Lesson 1 - Introduction to the Study of Media - Ravey and Jay-Z
- Lesson 2 - Introduction to the Study of Media - Jay-Z, Will Smith and Obama
- Lesson 3 - Academic Ideas of Semiotics - Sausser & Pierce
- Lesson 4 - Evolving Semiotics - Barthes
- Lesson 5 - Evolving Semiotics - The Meaning of Colour
- Lesson 6 - Evolving Semantic Theory - Benetton A Case Study
- Lesson 7 - Uses of Semantic Theory - Myth - Newspapers
- Lesson 8 - Uses of Semantic Theory - Mythologies - Metanarratives
- Lesson 9 - Semiotics - Narrative Theory - Todorov
- Lesson 10 - Semiotics - Narrative Patterns - Prapp
- Lesson 11 - Semiotics - La Saussure - The Sun
- Lesson 12 - Semiotics - Textual Codes - Print Conventions
- Lesson 13 - Semiotics - Textual Codes: Applying Codes to Print
- Lesson 14 - Semiotics & Post Modernism - Beastiehead - Print
- Lesson 15 - Post Modernism - Hyperreality - Photography - Print
- Lesson 16 - Conventions of Print - Mantras and Slogans - News
- Lesson 17 - Conventions of Film - Shots & Framing - Film
- Lesson 18 - Conventions of Film - Mis-E-Scene
- Lesson 19 - Language of Film - Preparing Selected Clips
- Lesson 20 - Star Theory - Preparing Selected Clips
- Lesson 21 - Media Language - Conventions - Magazines
- Lesson 22 - Star Theory - Student Presentations
- Lesson 23 - Magazines - Audience - Student Presentations
- Lesson 24 - Presentation of Student Selected Clips
- Lesson 25 - Presentation of Student Selected Clips

### CSP Lessons
- Unit 7 Exam Introduction
- Lesson 1: OCR Exam Media Forms and Fail Products
- Lesson 2: A Brief Context and History of News
- Lesson 3: Newspapers - Conventions - Broadsheet VS Tabloid
- Lesson 4: A History of Headlines - The Times, The Sun, Daily Mail
- Lesson 5: Frontpage Comparison - The Herald, Daily Star
- Lesson 6: News Mediation - 360 - Barthes, Baudrillard & Butler
- Lesson 7: How Newspapers Structure Narrative
- Lesson 8: Newspapers - Narrative and Story-Making
- Lesson 9: Newspapers - Circulation - Ownership and Ideology
- Lesson 10: News Values - Gaaitung & Raip
- Lesson 11: Case Study - The Guardian - Hegemonic Domination
- Lesson 12: Case Study - The Guardian - Front Cover, Layout and Task
- Lesson 13: Case Study - The Guardian - Conventions Online
- Lesson 14: Case Study - The Daily Mail - Ideology & Representation
- Lesson 15: Case Study - The Daily Mail - Front Page Close Study
- Lesson 16: Case Study - The Daily Mail - Conventions Online
- Lesson 17: Case Study - The Big Issue - Representation and Narrative
- Lesson 18: Case Study - The Big Issue - Mode of Address - Materiality
- Lesson 19: Case Study - The Big Issue - Online Conventions
- Lesson 20: OCR Exam - Review Learning - Tasks

### NEA Lessons
- NEA Introduction
- Lesson 1: OCR NEA Structure
- Lesson 2: Researching the Brief
- Lesson 4: Researching Print Briefs - Conventions
- Lesson 5: Researching Print Briefs - The Skinny

## Unit 8 Media Representation

### Core Lessons
- Core Unit 8 Media Representation+ Introduction
- Lesson 1: The Study of Media - Thor Film Posters
- Lesson 2: The Study of Media - Jay-Z, Will Smith and Obama
- Lesson 3: Mediation - Berger - Advertising
- Lesson 4: Mediation - Perception - Newspaper Analyst
- Lesson 5: Confirmation Bias - Newspaper Analysis
- Lesson 6: Dissonance - Festinger - Advertising
- Lesson 7: Gender Tropes - Mulvey - Advertising
- Lesson 8: Gender Tropes - MA/ - Advertising
- Lesson 9: Gender Tropes - Masculinity
- Lesson 10: Gender Tropes - Masculinity
- Lesson 11: Gender Tropes - Masculinity
- Lesson 12: Hagemony - Gramsci - Advertising
- Lesson 13: Encoding & Decoding - Hall
- Lesson 14: Cultural Effects - Hall - News
- Lesson 15: Encoding & Decoding - Hall
- Lesson 16: Butler - Gender - Film Poster & Magazine
- Lesson 17: Oliver Theory - Magazine Cover
- Lesson 18: Application of Theory - Presentation Task
- Lesson 19: Third Wave Feminism -石头 can
- Lesson 20: Intersectionality - Hegemony - Gramsci
- Lesson 21: Counter Types - Silroy - Tomb Raider
- Lesson 22: Resistance Theory - Kay Thomas - Application
- Lesson 23: Resistance Theory - Task & Application
- Lesson 24: Resistance Theory - Task & Application
- Lesson 25: Resistance Theory - Task & Application

### CSP Lessons
- Unit 8 Exam Introduction
- Lesson 1: OCR Exam - Social, Cultural & Political Contexts
- Lesson 2: Contexts - Cultural & Social - Newspaper
- Lesson 3: Case Study - Old Spice - Campaign - Semiotics
- Lesson 4: Case Study - Old Spice - Masculinity
- Lesson 5: Case Study - Lucocade - Influencers & Brand Ambassadors
- Lesson 6: Case Study - Lucocade - Influencers & Brand Ambassadors
- Lesson 7: Case Study - Lucocade - Reflection Culture - Section & Task
- Lesson 8: Case Study - Shelter - Semiotics & Audience
- Lesson 9: Case Study - Shelter - Semiotics & Audience
- Lesson 10: Music Videos - Performance, Narrative & Symbolism
- Lesson 11: Case Study - C. Bailey Ray - Semiotics & Star Theory
- Lesson 12: Case Study - Massive Attack - Mis-E-Scene
- Lesson 13: Case Study - Rolling Stones - Representation, Tasks
- Lesson 14: Case Study - Radiohead - Alternative - Post Modern
- Lesson 15: Case Study - Fatboy Slim - Intermediality
- Lesson 16: Case Study - David Guetta - Contexts & Culture - Foucault
- Lesson 17: Music Videos - Question and Response Examples
- Lesson 18: Case Study - Mode of Address - Materiality
- Lesson 19: Case Study - Big Issue - Media of Address
- Lesson 20: Case Study - Big Issue - Media of Address

### NEA Lessons
- NEA Introduction
- Lesson 1: The NEA Briefs Summer 2019
- Lesson 2: Effective Research
- Lesson 3: Researching Print Briefs - Reactive Research Module
- Lesson 4: Research Strategies
- Lesson 5: Research Strategies
### Unit 9 Media Audience

**Core Lessons**
- OCR H409 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 Analytical 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: Randorn - Styker - Jenkins
- Lesson 21: Audience as Products - Prosumer
- Lesson 22: Death of Audience - Shirley - Music Promotion
- Lesson 23: Death of Audience - Task

**CSP Lessons**
- Introductory Lesson Section A
- Lesson 1: Paper 2 Section A - Defining Social and Political Issues
- Lesson 2: Case Study - The Jungle Book - Social Context - 1997
- Lesson 3: Case Study - The Jungle Book - Disney - 1960s
- Lesson 4: Case Study - The Jungle Book - The '60s Disney Audience
- Lesson 5: Case Study - The Jungle Book - Social Context - 2016
- Lesson 6: Case Study - The Jungle Book - Disney - Consolidation
- Lesson 7: Case Study - The Jungle Book - Audience
- Lesson 8: Case Study - Radio 1 Breakfast Show - Audience - Demographics
- Lesson 9: Case Study - The BBC - Radio 1 Remit
- Lesson 10: Case Study - Radio 1 Breakfast Show - Presenters and Identity
- Lesson 11: Case Study - Radio 1 Breakfast Show - Audience

### 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: Paper 2 Section A - Video Games: Minecraft
- Lesson 4: Industry/Institutions Mojang/Microsoft
- Lesson 5: Minecraft Audience Construction
- Lesson 6: Minecraft Fan Culture (Jenks)/Franchise/Production
- Lesson 7: Contexts - Zeitgeist
- Lesson 8: Further Research - Microsoft Studios - Hesmondhalgh
- Lesson 9: Audience and Industry Models
Unit 11 Final CSP Lessons

- **Lesson 1**: Component 2 Section B Long Form Television: *Overview of all products*
- **Lesson 2**: TV Series and TV Serials - Industry Contexts
- **Lesson 3**: TV Contexts 1995-2018 - Genre Codes & Conventions - Themes - *Breaking Bad*
- **Lesson 4**: Industry/Institutions - Platforms - Audience & Reception - *Ripper Street*
- **Lesson 5**: Conventions - Genre - Medical Drama Exemplar
- **Lesson 6**: Conventions - Genre - Hybridity
- **Lesson 7**: Language - Narrative - Signs/Signifiers - Structuralism - Post-Modernism - *Deutschland 83*
- **Lesson 8**: Media Language Test - Barthes - Levi-Strauss - Baudrillard
- **Lesson 9**: Representation & Identity - All Key Models - Gauntlett - *Deutschland 83*
- **Lesson 10**: Identities - Gender - Van Zoonen - bell hooks - Butler - Gilroy - *Deutschland 83*
- **Lesson 11**: Character Analysis - Zeitgeist - Propp Spheres of Action - *Deutschland 83*
- **Lesson 12**: Demographics - Audience Construction - Trailers - *Deutschland 83*
- **Lesson 13**: Audience Models - Bandura - Gerbner - Jenkins & Shirky - *Deutschland 83*
- **Lesson 14**: OCR issues/key points - Audience - Institutions - Curran & Seaton - *Deutschland 83*

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

Unit 12 Revision Unit

OCR H409 A Level Mock Exam Pack

**Printable PDF papers:**
- OCR H409 A Level Media Paper 01
- OCR H409 A Level Media Paper 02

**Mark Schemes and Indicative Content:**
- OCR H409 A Level Media Paper 1 Mark Scheme and Indicative Content
- OCR H409 A Level Media Paper 2 Mark Scheme and Indicative Content
- Assessment Objectives (AO) Grid - Paper 1 and Paper 2