



AQA 8572 GCSE Media Unit Content Guide 2023

The internet, as a space to create content and interact with an audience, has transformed the ability of individuals to brand themselves and, in turn, to become endorsers or ambassadors for various companies, organisations, and causes.

Deconstruct the content in Marcus Rashford's social media such as Instagram, Facebook and Twitter.

- How is Rashford's audience **positioned** by these different platforms?
- What image of Rashford himself is projected?

Creating success in the examination

Positioned in media means the ways audience are guided by media language and representations to 'see' something in a particular way

CSP TASK 2B

LOOP ACTIVITY:

You have 5 minutes to bullet point analyse this media product

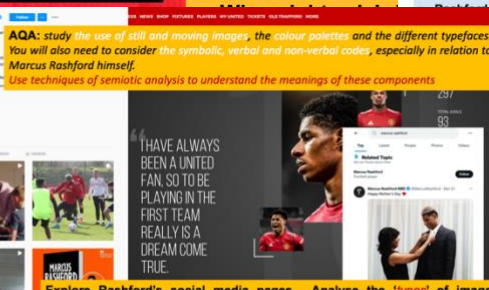
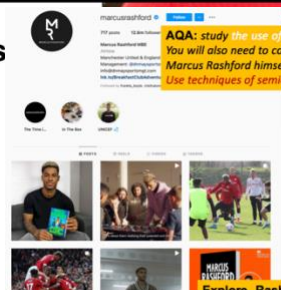
CONSIDER:

- Rashford
- We brand audience

shown – media
sentations

ASK 2A

edia



AQA 8572 GCSE Products	Assessment Sector	Framework	Context	Edusites Unit
HDM (2020) BBC TV Series. Episode 1: <i>Ravens</i>	Television Media One Sections A and B Media Two Section A	Language Representation Industries Audience	Historical Social Cultural	Unit 5
Dr Who (1963) BBC TV Series. Episode 1: <i>An Unearthly child</i>	Television Media One Sections A and B Media Two Section A	Language Representation Industries Audience	Historical Social Cultural	Unit 5
Rashford – online vlogger and blogger	Online, Social and Participatory Media Media One Section A Media Two Section B	Language Representation Industries Audience	Historical Social Cultural	Unit 3
Kim Kardashian: Hollywood Video game Kim Kardashian social media	Online, Social and Participatory Media Media One Section A Media Two Section B	Language Representation Industries Audience	Historical Social Cultural	Unit 3
Lara Croft Go (2015) Video game	Online, Social and Participatory Media Media One Section A Media Two Section B	Language Representation Industries Audience	Social Cultural Political	Unit 3
Daily Mirror Friday 5 th March 2021 Front page: Meghan Markle Pages 17: amazon no tills	Newspapers (Print In-depth) Media One Section A Media Two Section B	Language Representation Industries Audience	Social Cultural Political	Unit 4
The Times Friday 5 th March 2021 Front page: Tax Raiding Budget Pages 16: Amazon shops	Newspapers (Print In-depth) Media One Section A Media Two Section B	Language Representation Industries Audience	Social Cultural	Unit 4
Galaxy Television advert: Audrey Hepburn	Advertising and Marketing Media One Sections A and B	Language Representation	Historical Social Cultural Political	Unit 2 Unit 1
NHS Blood and Transplant campaign video <i>Represent</i> ft. Lady Leshurr	Advertising and Marketing Media One Sections A and B	Language Representation	Social Cultural	Unit 2 Unit 1
OMO Print advert from Woman's Own magazine, 5 May 1955	Advertising and Marketing Media One Sections A and B	Language Representation	Historical Social Cultural Political	Unit 2 Unit 1
Radio 1 Launch Day. Tony Blackburn's breakfast show. 1967	Radio Media Two Section B	Industries Audience	Historical Political Social Cultural	Blog Unit 2
Kiss Breakfast	Radio Media Two Section B	Industries Audience	Social Cultural	Blog Unit 2
Black Widow (Derrickson, 2021)	Film Explicit Comparison Media One Section A Media Two Section B	Industries		Unit 2
I, Daniel Blake (Loach, 2016)	Film Explicit Comparison Media One Section A Media Two Section B	Industries		Unit 2
Tatler Front cover January 2021	Print (Magazines) Comparison Media One Sections A and B	Language Representation	Social Cultural	Unit 2
Heat Front cover November 2021	Print (Magazines) Comparison Media One Sections A and B	Language Representation	Social Cultural	Unit 2
Arctic Monkeys – <i>I Bet You Look Good on the Dance Floor</i>	Music Video Media One Section A Media Two Section B	Audience Industries	Historical Social Cultural	Unit 4
Black Pink – <i>How do You Like That?</i>	Music Video Media One Section A Media Two Section B	Audience Industries	Historical Social Cultural	Unit 4

Unit 1 Media Language - Complete

Core Lessons

- **Lesson 1:** Approaches to Developing Analysis - Deep Water
- **Lesson 2:** Products - Denotation & Connotation - Captain America & Skyfall
- **Lesson 3:** Context - Denotation & Connotation - Bad Boys 3
- **Lesson 4:** Context - Denotation & Connotation - Samsung & Toyota
- **Lesson 5:** Icons - Denotation & Connotation - Dove Heat & Gap
- **Lesson 6:** Context - Polysem & Anchorage - Beckham & Linekar
- **Lesson 7:** Semiotics - KitKat
- **Lesson 8:** Summary - Convention - Sky & Crime Drama
- **Lesson 9:** Convention - Magazine Front Covers
- **Lesson 10:** Mise-En-Scene - Shots and Framing
- **Lesson 11:** Mise-En-Scene - Diagetic/Non Diagetic Sound
- **Lesson 12:** Mise-En-Scene - Editing
- **Lesson 13:** Mise-En-Scene - Setting, Costume and Lighting
- **Lesson 14:** Narrative - Patterns - Todorov
- **Lesson 15:** Narrative - Patterns - Propp
- **Lesson 16:** Narrative - Style - Todorov
- **Lesson 17:** Narrative - Style - Todorov
- **Lesson 18:** Narrative - Theory - Binary Opposition Levi Strauss
- **Lesson 19:** Narrative - Location
- **Lesson 20:** Learning Review

CSP Lessons

- Lesson 1: Language & Representation- In-depth CSP - *Galaxy*
- Lesson 2: Language - In-depth CSP - *Galaxy*
- Lesson 3: Audience - In-depth CSP - *Galaxy*
- Lesson 4: Creating Success in the Exam - *Galaxy*
- Lesson 5: Language & Representation - *OMO*
- Lesson 6: Representation - In-depth CSP - *OMO*
- Lesson 7: Audience - In-depth CSP - *OMO*
- Lesson 8: Language - In-depth CSP - *NHS/NOBO*
- Lesson 9: Representation - In-depth Task - *NHS/NOBO*
- Lesson 10: Creating Success in the Exam - *NHS/NOBO*

NEA Lessons

- **Lesson 1:** Introduction - Briefs and Timeline
- **Lesson 2:** Research - Mock Magazine
- **Lesson 3:** Research - Layout - Magazine
- **Lesson 4:** Research - Conventions - Magazines
- **Lesson 5:** Presentation – Magazines

Unit 2 Media Representation

Core Lessons

- **Lesson 1:** Introduction to Representation
- **Lesson 2:** Representation - Magazine Front Covers
- **Lesson 3:** Mediation - McDonalds & Jordans
- **Lesson 4:** Mediations - Selections - Silverstone - Lohan & Winehouse
- **Lesson 5:** Effects Debate - Covergirl
- **Lesson 6:** Effects Debate - Pretty Little Liars & Tabloids
- **Lesson 7:** Effects Debate - Barthes - Kelloggs
- **Lesson 8:** Effects Debate - Explicit & Implicit - Perfume Advertising
- **Lesson 9:** Effects Debate - Shot Selection & Ordering
- **Lesson 10:** Effects Debate - Stereotypes
- **Lesson 11:** Effects Debate - Gender Stereotypes - Cosmopolitan
- **Lesson 12:** Effects Debate - Gender Stereotypes - Arthur
- **Lesson 13:** Effects Debate - Gender Stereotypes - Men's Health
- **Lesson 14:** Mediated Representations - Newspapers
- **Lesson 15:** Narrative Structure - Newspapers
- **Lesson 16:** Effects Debate - Newspapers - Ethnicity & Nationality
- **Lesson 17:** Impact of Representations - Propp - ComicCon
- **Lesson 18:** Review - Saturation
- **Lesson 19:** Developed Responses
- **Lesson 20:** Extended Responses

CSP Lessons

- Lesson 1: Language - In-depth CSP - *Tatler*
- Lesson 2: Representation - In-depth CSP - *Tatler*
- Lesson 3: Language & Representation - In-depth CSP - *Heat*
- Lesson 4: Audience - In-depth - *Heat*
- Lesson 5: Audience - In-depth - *Heat & Tatler*
- Lesson 6: Industry - In-depth CSP - *Black Widow & I, Daniel Blake*
- Lesson 7: Industry - In-depth CSP - *Black Widow*
- Lesson 8: Industry - In-depth CSP - *I, Daniel Blake*
- Lesson 9: Industry - In-depth Task - *I, Daniel Blake*
- Lesson 10: Industry - In-depth CSP - *Black Widow & I, Daniel Blake*
- Lesson 11: Industry- In-depth CSP - *Radio 1*
- Lesson 12: Industry - In-depth CSP - *Radio 1*
- Lesson 13: Industry - In-depth CSP - *KISS*
- Lesson 14: Industry - In-depth CSP - *KISS*
- Lesson 15: Industry - In-depth CSP - *KISS*

NEA Lessons

- **Lesson 1:** The 2019 NEA Briefs
- **Lesson 2:** Researching the Brief
- **Lesson 3:** Researching Genre
- **Lesson 4:** Creating Tone and Design Conventions
- **Lesson 5:** Gathering Learning and Rule of Thirds

Unit 3 Media Audience

Core Lessons

- **Lesson 1:** Audience Key Ideas - GQ
- **Lesson 2:** Audience History & Consumption - Call of Duty
- **Lesson 3:** Measuring Audience - Global, Mass, National & Niche
- **Lesson 4:** Audience Identity - Demographics - Ethnography - Psychographics
- **Lesson 5:** Profiling - Ethnographic - Psychographic - Blumler & Katz
- **Lesson 6:** Applying Research - Consumption Analysis
- **Lesson 7:** The Effects Debate - Barnardo's & NHS
- **Lesson 8:** The Effects Debate - Hypodermic Needle - War of the Worlds
- **Lesson 9:** The Effects Debate - Cultivation Theory - Gerbner & Gross
- **Lesson 10:** Two-Step Flow - Young & Rubicam - Lazarsfeld - Influencers
- **Lesson 11:** Imaginary Entities - Fiske & Hartley - Ang
- **Lesson 12:** Uses & Gratification Model - Blumler & Katz - Hall
- **Lesson 13:** Uses & Gratification Model - Benefits Street - The Apprentice
- **Lesson 14:** Reception Theory - Hall - Encoding/Decoding model
- **Lesson 15:** Reception Theory - Readings - Spice Girls
- **Lesson 16:** Fragmented Audience - Consumption - Morley - Friends
- **Lesson 17:** Fragmented Audience - Fandom - Jenkins - Participatory Culture
- **Lesson 18:** Media Today - Moral Panics - Cohen's Model
- **Lesson 19:** Media Today - Prosumers - The Third Wave
- **Lesson 20:** Media Today - Prosumers - Newspaper Broadsheets & Tabloids

CSP Lessons

- Lesson 1: Language - In-depth CSP - *Marcus Rashford*
- Lesson 2: Representation - In-depth CSP - *Marcus Rashford*
- Lesson 3: Audience - In-depth CSP - *Marcus Rashford*
- Lesson 4: Audience - In-depth - *Marcus Rashford*
- Lesson 5: Industry - In-depth - *Marcus Rashford*
- Lesson 6: Language - In-depth CSP - *Kim Kardashian*
- Lesson 7: Representation - In-depth CSP - *Kim Kardashian*
- Lesson 8: Audience - In-depth CSP - *Kim Kardashian*
- Lesson 9: Industry and Regulation - In-depth Task - *Kim Kardashian*
- Lesson 10: Language - In-depth CSP - *Lara Croft - Go*
- Lesson 11: Representation - In-depth CSP - *Lara Croft - Go*
- Lesson 12: Audience - In-depth CSP - *Lara Croft - Go*
- Lesson 13: Industry and Regulation - In-depth CSP - *Lara Croft - Go*
- Lesson 14: Contexts - In-depth CSP - *Lara Croft - Go*

NEA Lessons

- **Lesson 1:** Five Sample Briefs - Researching Media Language
- **Lesson 2:** Develop Sample Brief - Researching Representations
- **Lesson 3:** Cont. Brief - Representation of Character - Oh Comely
- **Lesson 4:** Cont. Brief - Aligning Audience
- **Lesson 5:** Gathering Learning - Creating Success

Unit 4 Media Industry

Core Lessons

- Introductory Lesson
- **Lesson 1:** Defining Institutions - Disney and Film
- **Lesson 2:** Refining Institutions - Convergence, Synergy & Globalisation
- **Lesson 3:** Expanding Institutions - Horizontal & Vertical Integration
- **Lesson 4:** Funding Institutions - Subscription, Licence & Advertising
- **Lesson 5:** TV Institutions - BBC, Channel 4, Satellite & Cable
- **Lesson 6:** TV Institutions - Context & Consumption
- **Lesson 7:** TV Institutions - Scheduling & Broadcasting
- **Lesson 8:** Print Institutions - Analysing Tabloids & Broadsheets
- **Lesson 9:** Film Institutions - Hollywood
- **Lesson 10:** Digital Institutions - Convergence
- **Lesson 11:** Neale - Genre - Billie-Jean & Letter to the Free
- **Lesson 12:** Genre - Serial TV Drama
- **Lesson 13:** Blumler and Katz - Genre - TV Serial
- **Lesson 14:** Todorov - Binary Opposition - Luther
- **Lesson 15:** Ownership - Gatekeeping - News
- **Lesson 16:** Regulation - Film, Print & Online
- **Lesson 17:** Who's show is it anyway?

CSP Lessons

- Lesson 1: Language - In-depth CSP - *Tatler*
- Lesson 2: Representation - In-depth CSP - *Tatler*
- Lesson 3: Language & Representation - In-depth CSP - *Heat*
- Lesson 4: Audience - In-depth - *Heat*
- Lesson 5: Audience - In-depth - *Heat & Tatler*
- Lesson 6: Industry - In-depth CSP - *Black Widow & I, DB*
- Lesson 7: Industry - In-depth CSP - *Black Widow*
- Lesson 8: Industry - In-depth CSP - *I, Daniel Blake*
- Lesson 9: Industry - In-depth Task - *I, Daniel Blake*
- Lesson 10: Industry - In-depth CSP - *Black Widow & I, DB*
- Lesson 11: Industry - In-depth CSP - *Radio 1*
- Lesson 12: Industry - In-depth CSP - *Radio 1*
- Lesson 13: Industry - In-depth CSP - *KISS*
- Lesson 14: Industry - In-depth CSP - *KISS*
- Lesson 15: Industry - In-depth CSP - *KISS*

Unit 5 Final CSP Lessons

- **Lesson 1:** Language - In-depth CSP - *Television - Dr Who/Class*
- **Lesson 2:** Representation - In-depth CSP - *Television - Dr Who/Class*
- **Lesson 3:** Representation & Audience - In-depth CSP - Propp - *Dr Who/Class*
- **Lesson 4:** Industry & Contexts - Conventions & Genre - In-depth CSP - *Dr Who/Class*
- **Lesson 5:** Representation - Science Fiction Genre - In-depth CSP - *Dr Who/Class*
- **Lesson 6:** Audience - In-depth CSP - *Class*
- **Lesson 7:** Audience - In-depth CSP - *Dr Who*
- **Lesson 8:** Audience TV Forms - In-depth CSP - *Dr Who/Class*
- **Lesson 9:** Social & Industry Contexts - Blumler & Katz - Character tropes - *Dr Who/Class*
- **Lesson 10:** In-Depth Analysis - *Dr Who/Class*

Edusites CSP Blogs:

- *Doctor Strange* (Derrickson, 2016)
[Film Industry CSP Blog Part 1](#)
- *I, Daniel Blake* (Loach, 2016)
[Film Industry CSP Blog Part 2](#)
- *Doctor Strange and I, Daniel Blake Comparison*
[Film Industry CSP Blog Part 3](#)
- *Radio 1 Launch Day. Tony Blackburn's breakfast show.* 1967
[Radio CSP Blog](#)
- *Julie Adenuga Beats 1 Radio*
[Radio CSP Blog](#)

AQA 8572 GCSE Mock Exam Pack

Printable PDF papers:

- AQA 8572 GCSE Media Paper 1 Section A
- AQA 8572 GCSE Media Paper 1 Section B
- AQA 8572 GCSE Media Paper 2 Section A
- AQA 8572 GCSE Media Paper 2 Section B

Files to mark the exam papers:

- AQA 8572 GCSE Media Paper 1 Section A Indicative Content
- AQA 8572 GCSE Media Paper 1 Section B Indicative Content
- AQA 8572 GCSE Media Paper 2 Section A Indicative Content
- AQA 8572 GCSE Media Paper 2 Section B Indicative Content

Unit 6 Revision Unit

- Lesson 1: Reviewing Knowledge: First Principles
- Lesson 2: Reviewing Learning: Breaking the Codes
- Lesson 3: Reviewing Learning: Representing Audiences
- Lesson 4: Reviewing Learning: Identities
- Lesson 5: Reviewing Learning: Contexts
-

Plus!

[Knowledge Organisers](#)