


A-Level Media Studies



WHAT IS A-LEVEL MEDIA STUDIES ABOUT?

- Want a deeper understanding, appreciation, and enjoyment of the media?
- Interested in how the media shapes our perceptions of the world?
- Want a keener understanding of issues such as politics and representation?
- Want to experience films, video games, music videos and TV shows with a more critical eye?
- Considering a media-related subject (e.g. politics or journalism) at degree level?

WHAT IS 'THE MEDIA'?

Where did the word media come from? 

The word media is **a plural form of the Latin word 'medium' meaning 'middle ground or intermediate'**. Its usage as a word to describe newspapers, radio and other sources of information likely derives from the term 'mass media' which was a technical term used in the advertising industry from the 1920s on.

THE EFFECTS OF MEDIATION

Secret 1933 film shows Edward VIII teaching this Nazi salute to the Queen



COURSE STRUCTURE

1 Internally assessed component:

- Component 3: Production (30%)

2 Externally examined components:

- Component 1: Investigating the Media (35%)
- Component 2: Investigating Media Forms and Products (35%)

A LEVEL COMPONENT 1 BREAKDOWN

External: Component 1 – Investigating the Media (35%)

SECTION A: Media Language and Representation

- **NEWSPAPERS:** *Daily Mirror* and *The Times*: 'Partygate' covers
- **MUSIC VIDEOS:** *Turntables* (Janelle Monae, 2020) and *Riptide* (Vance Joy, 2013)
- **ADVERTISEMENTS:** *Tide* print ad (1950s), Tokyo Paralympic Games ad (2020), *Kiss of the Vampire* film poster (1963)



A LEVEL COMPONENT 1 BREAKDOWN

External: Component 1 – Investigating the Media (35%)

SECTION B: Media Industries and Audiences

- NEWSPAPERS: *The Mirror* (select pages) and *The Times*
- RADIO: Radio 4 *Woman's Hour*
- VIDEO GAME: *Assassin's Creed*
- FILM: *Black Panther* (2018) and *I, Daniel Blake* (2016)
- ADVERTISEMENTS: *Tide* print ad (1950s) and *Tokyo Paralympic Games* ad (2020)



KEY THEORIES – SOME EXAMPLES

Judith Butler's Gender
Performativity theory



Van Zoonen's Feminist
Theory

Hall's Representation Theory



A-LEVEL COMPONENT 2 BREAK-DOWN

External: Component 1 – Investigating Media Forms and Products (35%)

SECTION A: Television

- TELEVISION: *Peaky Blinders* (2013) and *The Bridge* (2015)

SECTION B: Magazines

- *Woman's Realm* (1965) and *Huck* (2016)

SECTION C: Online Media

- *Zoella* (YouTuber)
- *Attitude.co.uk*



A-LEVEL COMPONENT 3 BREAK-DOWN

Internal: Component 3 – Media Production (30%)

Television

Create a sequence from a new television programme or a website* to promote a new television programme.

Advertising and Marketing: Music

Create a music video or a website* to promote a new artist/band.

Advertising and Marketing: Film

Create a print and online marketing campaign to promote a new film.

Magazines

Produce a magazine cover/spread and an accompanying online marketing campaign.

My print product will be a food and lifestyle magazine with a “generation Z”, ABC1 target demographic, titled Pane Di Vita (“Bread of Life” in English). Like magazines such as Bon Appetit (Conde Nast) and Delish (Hearst), I will adhere to traditional print conventions whilst catering editorial content and design to this younger and more tech-savvy demographic.

I will clearly communicate the genre through design and a variety of aspirational cover-lines in an informal lexis. Within my cover, I will include the use of studio photography, featuring a young model with an authoritative facial expression and a whisk to connote a “can-do” attitude. Her make-up and hair will have echoes of the 1950s in order to anchor the main coverline. Linking to Gauntlett’s theory of identity, she will be constructed as a “role model” of sorts...

Pane Di Vita

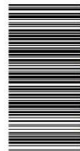
£6

March 2022

MIND BLOWING
**RETRO
DISHES**

FROM
FOOD'S
NEWEST
INFLUENCER
CATELIN
JONES

CONDÉ NAST



PDA-13458-194856

PAGE 19

EAT &
LOOK
GOOD
WITH THE
**MEDITERRANEAN
LIFESTYLE**

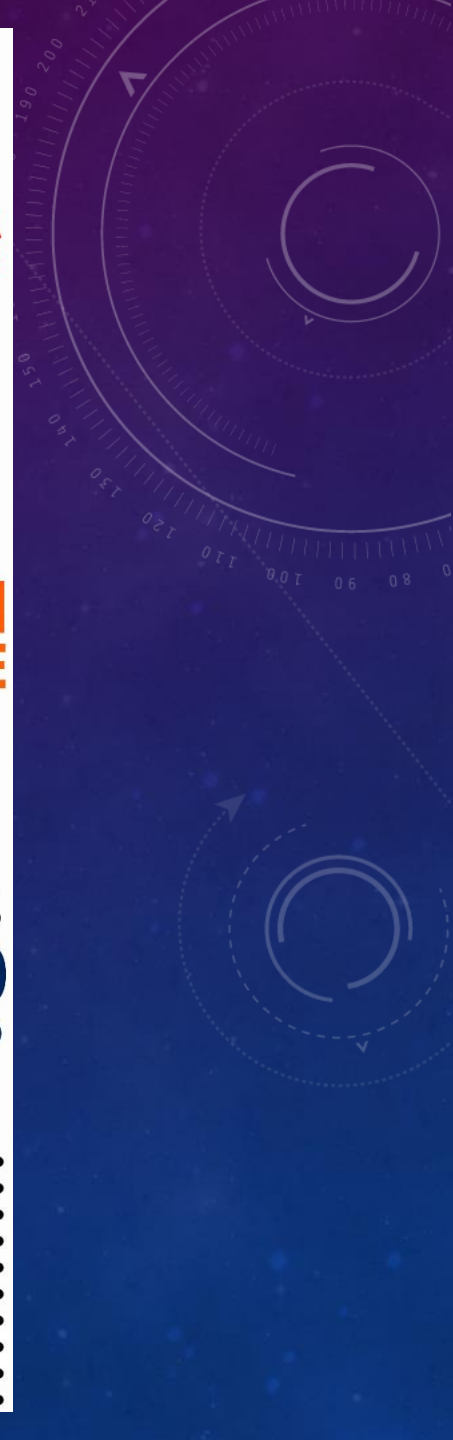
BECOME
TIKTOK FAMOUS
WITH FOOD

PAGE 10

BACK TO THE

FUTURE

MAKING RETRO DISHES RELEVANT



Catching up with

Catelin Jones



Catelin Joans, a rising TikTok star, has changed the world with re-imagining old dishes from the past. With new spins and twists, she has managed to make old dishes trendy with fantastic and easy ideas that revolutionize traditional dishes as we know them. We have caught up with Catelin to ask a few questions about her journey to fame, lifestyle and how she comes up with these brilliant ideas.

HOW DID YOU GET INTO THE PROFESSION OF COOKING?

I got into the idea of wanting to be a professional chef at the age of 15. It had always been an aspiration of mine to be able to make an outstanding dish and be able to eat and enjoy it with others. It was hard to get to where I am now, especially with college and A levels not being the easiest for me. My family was there for me and gave time so I could flourish and be able to pursue my dreams. Not everyone gets help like that so I am very grateful. I have only been in the cooking profession for a couple years now. I still have a lot to learn to become a better chef. TikTok is a place where I show that journey and develop recipes for everyone to enjoy. Yes there's mistakes but I have learnt that it is the beauty in life. Nothing is going to work the first time and takes time and dedication.

HOW DID THE IDEA OF RE-CREATING DISHES COME ABOUT? WHAT INSPIRED YOU TO PERUSE THIS AND CREATE RECIPES FOR IT?

The idea of re-creating the past came from when I was eating out with friends. We were at a dessert place to celebrate one of my friends birthday. I was looking on the menu and noticed that they had very traditional dishes along with a high amount of other fun and crazy dishes. I ordered one, mainly to try it out, and the idea hit me. I kept thinking "how could we make this better?" and ideas slowly started to come to life. Most of the dishes I create have gone through a variety of testing and planning to ensure that it tastes nice and look appealing. I am very glad this idea came to light. I even talked about it to my TikTok community, they said the idea was amazing!

From this, I then got to work listing a variety of traditional dishes and changing them in ways that would make them an even better dish than before. An example of one of my dishes was the Lemon Cream Pie - which was created from a normal lemon meringue pie.

THINK BACK TO WHEN YOU WERE 15, DID YOU IMAGINE YOU BEING IN SUCH A STRONG POSITION AND HAVING A COMMUNITY TO HELP YOU?

I didn't really. I always knew I wanted to be a chef but never knew if I would actually make it. It has been a very tough ride and I have received a lot of criticism for my work. Knowing that I have a community to not only fall back and share who I am and my journey has been amazing for me and has made me realise my purpose within the cooking profession. I want to be able to make people happy and see the smiles on people's faces - this is what makes me want to pursue my passion in cooking even more.

THIS IS A BIT OF A UNIQUE EXPERIENCE AS THE AVERAGE PERSON TYPICALLY DOESN'T KNOW WHO WROTE A RECIPE - WHEREAS MOST PEOPLE WHO COOK YOUR RECIPES WILL HAVE WATCHED YOU ON TIKTOK AND KNOW YOUR PERSONALITY.

It is easier to have a platform to be able to show off my personality and engage with people who like food in general. I have been able to connect with a lot of people and gain a variety of ideas through comments and ideas posted. It is great really as I feel like much more effort has gone into creating food through others having an input. I wouldn't of become what I have now without the input of my TikTok community - they have helped me see in different ways than others and create some fantastic dishes.

DO ALL THE COMMUNITY ON YOUR TIKTOK MAKE PUBLISHING RECIPES MORE PERSONAL?

I indeed I do feel like my TikTok has made publishing recipes a bit more personal but also more enjoyable. I am able to get second opinions to be able to improve the recipes I create and also receive advice on how to do some things - as not everyone is going to know or be perfect at everything. I indeed do have trouble with some things within my recipes. TikTok has made it easier for me to conquer the challenges and enables me to create things to a high quality. Not everything works and sometimes involves me having to start over multiple times. TikTok has been a massive help to help change or make my recipes actually work and has been very enjoyable too.

THE RECIPES YOU RECREATED FEEL VERY "YOU". AS A YOUNG CHEF AND TIK-TOK STAR HOW DO YOU ENSURE YOUR RECIPES ACHIEVE THAT?

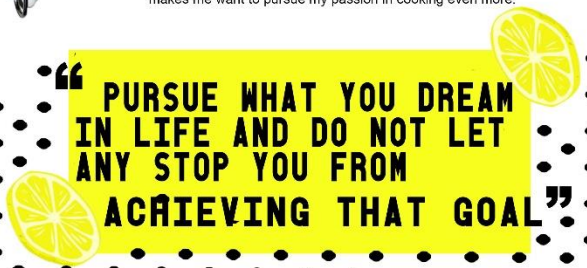
I've thought a lot about that because people have said that before, "Oh I'll read a recipe and know it's been influenced by you before I see your name on it". That is the best compliment because I feel like working with food and influencing others to enjoy food with me is something that I see as very special and close to me. I don't have me, and then my social influence. With my recipes, especially the ones I have reinvented, I appreciate that people can see my personality in them and can create them cheaply and afford my creations and personality on - enabling a community of people to be able to enjoy food just like me. I mainly just cook what I want to eat, however noticing how I could change traditional food into something brand new has been an eye-opener and has helped me develop more of a skill than I normally would. I try to use different dishes and give them a new life through a variety of different techniques. This usually comes from my head at the time, figuring out new and exciting food combinations and styling it in a way that looks appetising.

TIKTOK IS OBVIOUSLY YOUR MAIN PLATFORM WHERE YOU STARTED TO GAIN A FOLLOWING AND A COMMUNITY?

I indeed I was very shocked. I didn't really expect much to get out of it as all I was doing was posting dishes I was making in my kitchen or in my job. People seemed to love it and I rapidly gained a following. I remember when I only started out with around 50 followers and look at 10 million people wanting to know what I do and how I make things. I know the food community on TikTok is massive however I didn't know that I would get light over the thousands of other TikTok channels that do the exact same thing.



“ PURSUE WHAT YOU DREAM IN LIFE AND DO NOT LET ANY STOP YOU FROM ACHIEVING THAT GOAL ”



Pane Di Vita

MARCH

CONTENTS

1. UPDATE FROM PANE DI VITA

> EXCLUSIVE

- 2. INTERVIEW WITH CAELIN JOANS
- 4. MORE TRADITIONAL DISHES MADE TRENDY
- 6. CHEAP AND EASY DISHES FOR UNIVERSITY STUDENTS
- 8. THE DEMITARIAN DIET - GUIDE AND LIFESTYLE
- 10. FOOD TO MAKE FOR MOTHER'S DAY
- 12. BULGARIAN BEAUTIES

> INTERNET INSIGHT

- 14. HOW SOCIAL MEDIA HAS MADE FOOD TRENDY
- 16. BECOME TIK TOK FAMOUS WITH FOOD
- 18. BEST SOCIAL MEDIA HASHTAGS TO GET GOOD FOOD
- 20. CRAZY DISHES THAT TAKE THE INTERNET BY STORM
- 22. BEST FOOD TRENDS IN FEBRUARY

> PREPARE FOR EASTER



- 24. GET READY FOR EASTER WITH SOME SPECIAL TREATS
- 26. ARE YOU EGGY FOR EASTER
- 28. TIME TO GET CARROTTED AWAY WITH EASTER
- 30. EGGTASTIC EASTER MEALS TO IMPRESS YOUR FRIENDS

> MORE FUN

- 32. CAKE BAKING SPECIALTIES
- 34. CHEESY RECIPES TO GET YOU THROUGH THE DAY
- 36. BEST WAYS TO USE AVOCADO - TOP 5 MEALS!
- 38. TOP 10 RESTAURANTS IN YORKSHIRE TO GO TO
- 40. ABSOLUT-LEY UNBAREABLE COCKTAILS AND DRINKS
- 42. CRAZY DISH FAILURES AND WHAT TO LOOK OUT FOR!



WHAT MIGHT THE SUBJECT LEAD TO?

- Journalism, media, communications and politics-related postgraduate study. 
- Careers in areas such as advertising, copywriting, journalism, politics, and the film industry. 
- Interpersonal skills (there is a lot of discussion involved and Media is well-suited to those with a perceptive nature).