

OCR A Level Media Studies – Exam-Ordered Revision Checklist

PAPER 1 – MEDIA MESSAGES

SECTION A: News (The Guardian & The Daily Mail)

- Media Language – Layout; genre conventions; narrative; visual codes; digital convergence
- Representation – People/groups; politics; ideologies; stereotypes/countertypes
- Industry – Ownership; funding; regulation (IPSO); commercial vs non-profit
- Audiences – Audience targeting; demographics; online behaviour; participation
- Contexts – Political spectrum; social issues; media bias; contemporary debates

SECTION B: Media Language & Representation (Ads, Videos, Magazines)

- Dove Campaign – Real beauty ideology; gender representation; authenticity codes
- Shelter Campaign – Homelessness; emotional persuasion; typography; social context
- River Island – Diversity; identity; anti-labelling
- Heaven – Ethnicity/spirituality; narrative; symbolism
- Titanium – Youth; supernatural imagery; cinematography
- The Big Issue – Social enterprise; homelessness representation; activism

PAPER 2 – EVOLVING MEDIA

Animal Crossing: New Horizons

- Media Language – Gameplay; aesthetics; world-building
- Representation – Community; labour; lifestyle
- Industry – Nintendo model; franchising; distribution
- Audience – Fandom; player agency
- Contexts – Lockdown; gaming culture

BBC Radio 1 Breakfast Show

- Institution – BBC PSB; funding; Ofcom
- Media Language – Structure; branding; tone
- Audience – Interactivity; youth targeting
- Industry – Competition; digital transformation

Shang-Chi

- Media Language – Choreography; VFX; genre hybridity
- Representation – Asian identity; diaspora; family
- Industry – MCU franchise; global marketing
- Audience – Fandom; diversity

Snow White

- Media Language – Animation; colour; archetypes
- Representation – Gender roles; 1930s ideology
- Industry – Disney system; technological innovation

Contexts – Golden Age Hollywood

Atypical

Representation – Autism; family; identity

Media Language – Characterisation; narrative

Industry – Netflix global model

Audience – Inclusivity; fandom

Lupin

Representation – Race; class; Paris; hero types

Media Language – Neo-noir; intertextuality

Industry – Netflix globalisation

Audience – International appeal

THEORY

Media Language (Barthes, Levi-Strauss, Todorov, Neale, Propp)

Representation (Hall, Gauntlett, van Zoonen, Butler, Gilroy)

Audience (Hall, Jenkins, Shirky, Bandura, Blumler & Katz)

Industry (Curran & Seaton, Livingstone & Lunt, Hesmondhalgh)