

## **AlbionMill Resources and the 2017 Specifications**

*As teaching begins using the new reformed specifications, the AlbionMill resources will be updated, added to and, in some cases, reorganised. The archive info-sheets contain information and ideas related to the subject content of the reformed AS and A Level specifications.*

### **Volume 1: 2013-14**

- 1. The X Factor**
  - Example of detailed analysis of a media product using the **theoretical framework**
- 2. Crispello**
  - Example of detailed analysis of an **advertising and marketing** media product using the **theoretical framework** with a focus on **gender representations**
- 3. The Great British Bake Off**
  - Example of detailed analysis of a media product using the **theoretical framework** with a focus on **representations of nationality and audience gratifications**
- 4. Gaming Narratives and Audiences**
  - A case study on **video games** with a specific focus on two areas of the **theoretical framework**
- 5. Gaming: Planetside 2**
  - A case study on a **gaming** product with a focus on **industries and audience**

### **Volume 2: 2014-15**

- 1. The Media and Identity**
  - Introduction to ideas about **identity**
- 2. Analysing Websites**
  - An example of an approach to analysis of **online media**
- 3. Here is the News**
  - Background information on the news **industry** and its products
- 4. Naturalisation in Action**
  - A focus on Barthes theory related to all areas of the **theoretical framework**
- 5. How does comedy work?**
  - A breakdown of the **construction** and **audience reception** of comedy

### **Volume 3: 2015-16**

- 1. Identity 2 - Community and Collective Identity**
  - Further ideas on the media and **identity**
- 2. Science Fiction - A Case Study**
  - A case study on the changing nature of **genre**
- 3. New and Digital Media - Audience and Institution Issues and Debates**

- The context of **new media** and media **audiences and industries**

#### 4. News Concepts - from News Sourcing to News Agendas

- Further ideas on the **news industry** and its products

#### 5. Feature Articles

- A breakdown of the codes and conventions of this **print** form

### Volume 4: 2016-17

#### 1. The Carnavalesque

- An overview of Bahktin's theory with a focus on **audience and representation**

#### 2. Analysing Game Shows

- Example of a detailed analysis of this **media form**

#### 3. Post Structuralism: Foucault and Derrida

- An overview of selected post-structural theories with a focus on **audience and representation**

#### 4. How does Advertising Work?

- Background information on **advertising and marketing**

#### 5. Regulation and Censorship

- Background information on the regulation of UK media **industries** and issues around **control** and censorship

*The info-sheets planned for the next two years will focus on covering key ideas from the theoretical framework.*

### Volume 5: 2017-18

#### 1. Introduction to Media Language

- Including discussion on semiotic theory (**Barthes**) and links to narrative (**Todorov**) and genre (**Neale**)

#### 2. Introduction to Audiences

- Including ideas from **Bandura, Gerbner and Hall**

#### 3. Introduction to Media Industries

- Including ideas from **Curran and Seaton**

#### 4. Introduction to Representation

- Including ideas from **Hall and Gauntlett**

#### 5. Using the Theoretical Framework

- Examples of the **close study of media products** applying ideas from the **theoretical framework**

### Volume 6: 2018-19

#### 1. Further ideas about Media Language

- Including ideas from **Levi-Strauss** and **Baudrillard**

#### 2. Further ideas about Audience

- including ideas from **Shirky and Jenkins**

#### 3. Further ideas about Representation

- including ideas from **Van Zoonen, Butler and Gilroy**

#### 4. Further ideas about Media Industries

- Including ideas from **Hesmondhalgh and Livingstone and Lunt**

#### 5. Using the Theoretical Framework

- Examples of the **close study of media products** applying ideas from the **theoretical framework**

*For information on ordering info sheets from the archive, email: [albionmill@gmail.com](mailto:albionmill@gmail.com)*

*The following areas of the website contain material related to the theoretical framework - although it should be noted they were created to support the non linear specification last taught in 2017.*

*Subscribers receive passwords for all of the online resource areas.*

- **Media Language**
- **AS and A Level**
  - Media and Identities Videos
  - Media and Identities Bibliography
- **some ideas required at both AS and A Level**
  - Marxism
- **A Level**
  - Postmodernism
- **Representations**
  - **AS and A Level**
    - Gazes
    - Masculine Identities
    - Representations of Class and Youth
  - **A Level**
    - Postfeminism and other gender issues
    - Post-colonialism
    - Cultural Appropriation
- **Audience and Representation**
- **A Level**
  - The Carnavalesque
- **Audience**
- **AS and A Level**
  - Audience Theories and Debates
  - Trolling and Cyberbullying (AS and A Level)

- **Media Industries**
- **AS and A Level**
  - The Impact of Digital and New Media (including all episodes of The Virtual Revolution)

#### **Media forms and genres**

- Examples of Broadcast News\*
- Game Shows
- Science Fiction clips\*\*
- Superhero clips\*\*
- Horror Documentaries
- Horror Films and clips\*\*

\* CSPs include newspapers in both AS and A Level

\*\* contains film clips: from 2017, films should only be studied in light of the form's institutional context