

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.

Info-Sheets

Info-sheets from Volume 5 are specifically focused on the needs of the 2017 specification.

For information on ordering info sheets from the archive, email: albionmill@gmail.com

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 Bakhtin'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

www.albionmill.org electronic resources

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.

Media Language

- **Moving Image:** 1819MAM

Representation - Identities

- **Media and Identities Videos:** 1819IDAM
- **Media and Identities Bibliography:** 1819ADBAM

Representation - Class and Youth

- **Representations of Class and Youth:** 1819CAM

Representation - Race

- **Postcolonialism:** 1819PCAM
- **Cultural Appropriation -** 1819CAAM

Representation - Gender

- **Postfeminism and other gender issues:** 1819PFAM
- **Gazes -** 1819MGAM
- **Masculine Identities:** 1819MIDAM
- **Feminist Movements:** 1819FMAM
- **Men in Adverts** 1819MADAM

Genre

- **Superhero Videos:** 1819SHAM
- **Horror Documentaries:** 1819HOAM
- **Horror Films and Clips:** 1819HOCAM
- **Science Fiction:** 1819SFAM
- **Examples of Broadcast News:** 1819NAM
- **Game Shows -** 1819GAM
- **Noir -** 1819FNAM

Industries

- **The Impact of Digital and New Media:** 1819DNMAM
- **Funding Films:** 1819FAM
- **Independent Film Web Resources:** 1819IFAM

Audience

- **Trolling and Cyberbullying:** 1819CBAM
- **Demographics and Psychographics:** 1819DEMAM

Theories

- **Audience Theories and Debates:** 1819THAM
- **Simulacra** 1819SIMAM
- **Postmodernism:** 1819PMAM
- **Marxism:** 1819MAM
- **The Carnavalesque:** 1819BAM

Forms

- **Serial Drama:** 1819AMSD
- **Advertising and Marketing (Case Study):** 1819AMAM
- **Industry (Case Study):** 181924AM

AQA CSPs

- **Chicken** - 1819CHAM
- **War of the Worlds Resources** - 1819WWAM
- **Common: Letter to the Free** - 1819LTFAM
- **Teen Vogue** - 1819VAM

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