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AS Media Studies: The Essential Introduction for WJEC

By Antony Bateman, Sarah Casey Benyahia, Claire Mortimer, Peter Wall

Taylor & Francis Ltd. Paperback. Book Condition: new. BRAND NEW, AS Media Studies: The Essential Introduction for WJEC, Antony Bateman, Sarah Casey Benyahia, Claire Mortimer, Peter Wall, This full colour, highly illustrated textbook is designed to support students through their WJEC AS in Media Studies. Individual chapters cover the following key areas: * Textual Analysis: Visual, Technical and Audio codes * Textual Analysis: Narrative and Genre Codes * Approaches to Representation * Approaches to Audience Response * Case Studies on Representation and Audience: Gender, Age, Ethnicity, Identity, Events and Issues * Passing MS1: Media Representations and Receptions * Production Work, Evaluation and report Specially designed to be user-friendly, AS Media Studies: The Essential Introduction for WJEC includes activities, key terms, case studies and sample exam questions. It introduces the course, tackles useful approaches to study, key content covered in the specification, and guides the student in approaching and planning the exam and production work through analysis, prompts and activities.



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