



AS Media Studies: The Essential Introduction for AQA (Essentials)

Philip Rayner, Peter Wall, Stephen Kruger

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In full colour throughout and featuring new case studies, this fully revised and updated edition of the bestselling *AS Media Studies*: covers all aspects of Media Studies for students of the AS and A-level media syllabus.

The authors, who are experienced teachers and examiners, introduce students step-by-step to the skills of reading media texts, and address key areas such as media technologies, media institutions and media audiences.

Individual chapters cover:

- introduction to studying the media
- study skills
- reading media texts
- media institutions
- audiences and the media
- case studies of newspapers, television programmes, and films
- research and how to do it
- preparing for exams
- coursework and production guide.

AS Media Studies: The Essential Introduction gives students the confidence to tackle every part of an introductory media course.

Its key features include:

- activities for the classroom
- practical assignments for individual study
- a glossary of key terms
- case studies of recent media showing how theoretical ideas can be applied in everyday situations.

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