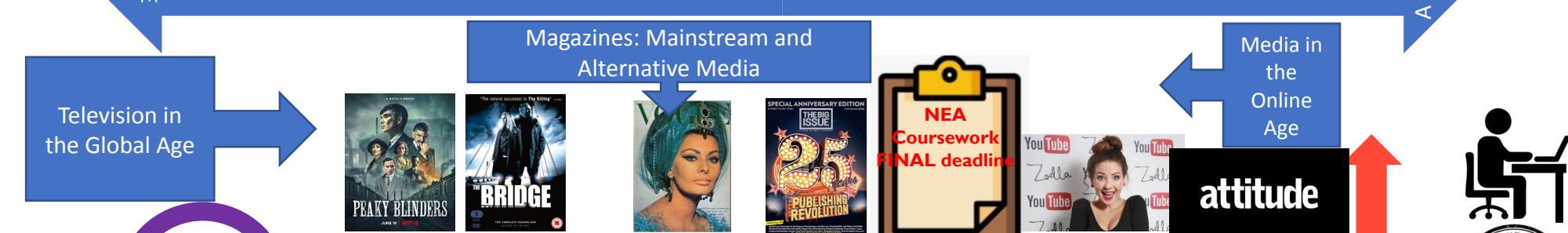


Media Studies Learning Journey 2023 - 2025



Television in the Global Age (with images of Peaky Blinders, The Bridge, and a woman in a green headdress)
Magazines: Mainstream and Alternative Media (with images of a woman's face and a magazine cover)
Media in the Online Age (with images of YouTube thumbnails and the Attitude magazine logo)

NEA Coursework – 30% of final grade
 • Select assignment
 • Research chosen industry
 • Research and analysis of existing products
 • Definition of demographic/target audience

Year 13
Media Language, Representation, Industry and Audience
Component Two – Media Forms in Depth
Exam Revision

NEA Component Media production
Component One – Understanding Industries and Audiences
 Video Games (Assassin's Creed), Film (industry) (Daniel Blake), Radio - podcasts (Have you heard George's Podcast?), Advertising and marketing (Kiss of the Vampire, Tokyo Paralympic Games 2020)

Year 12
Component One – Analysing Media Language and Representations
 Newspapers (The Times, Mirror), Music Video (Riptide), Induction – Intro to the Media Theoretical Framework (Welcome Aboard)

Term 2 Year 11
Music
 Analysis of music videos and artist websites and social media
 Analysis of gender representation
 Styles of music video
 Historical context

Term 1 Year 11
Crime Drama
 Codes and conventions of crime drama
 Context, audience, changes over time
 Analysis of moving image
 C2 Section A exam-style questions

Term 3 Year 10
Film marketing
 Film poster conventions
 Franchise
 Synergy
 Convergence
 Vertical/horizontal integration

Radio
The Archers
 History
 Cultural context
 Making of a Radio drama
 Significance of The Archers on its audience

NEA Coursework – 30% of final grade
 • Select assignment
 • Research chosen industry
 • Research and analysis of existing products
 • Definition of demographic/target audience

Term 2 Year 10
Advertisements
 1950s society: gender roles, post-war
 Role of chocolate in society
 Advertising codes and conventions

Term 1 Year 10
Magazines
 Assessment: Comparison of two unseen magazine products in how they convey meaning using media language.

Theoretical Framework
 enquiry
 critical thinking
 analysis

Media Contexts
 Historical
 Social and Cultural
 Political