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Media Studies Learning Journey

GCSE

A Level

Television in the Global Age

Magazines: Mainstream and Alternative Media

NEA Coursework FINAL deadline

KSI INTERVIEWS JJ!

gal—dem

Media in the Online Age

Year 13

Media Language, Representation, Industry and Audience
Component Two – Media Forms in Depth

Exam Revision

APPRENTICE

PLAN

NEA Component
Media production

Component One – Understanding Industries and Audiences

- 1950s society: gender roles, post-war
- modes and language communicate meaning
- Advertising codes and conventions

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

Video Games

Film (industry)

Newspapers

Music Video

HAVE YOU HEARD GEORGE'S PODCAST?

Radio - podcasts

KISS OF THE VAMPIRE

TOKYO PARALYMPIC GAMES 2020

Advertising and marketing

Year 12

THE TIMES — Mirror — ZERO SHAME

RIPTIDE VANCE JOY

Induction – Intro to the Media Theoretical Framework

WELCOME ABOARD

Component One – Analysing Media Language and Representations

Music

DEADLINE

NEA Coursework FINAL deadline

Final revision for external exams

Term 2 Year 11

- Analysis of music videos and artist websites and social media
- Analysis of gender representation
- Styles of music video
- Historical context

Music Video

Codes and conventions of crime drama
Context, audience, changes over time
Analysis of moving image
C2 Section A exam-style questions

LUTHER

SWEENEY

Crime Drama

Term 1 Year 11

Bond
- Film poster conventions
- Franchise
- Synergy
- Convergence
- Vertical/horizontal integration

ROGER MOORE JAMES BOND 007

007 INSIDE THE WORLD OF JAMES BOND

Videogames

FORTNITE

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

PLAN

Term 3 Year 10

Film marketing

March 1st: NEA coursework briefs land

NEA: research and planning; statement of aims completed

The Archers

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

- 1950s society: gender roles, post-war
- Role of chocolate in society
- Advertising codes and conventions

Quality Street

Radio

Gender in Advertising
- Roles of men and women in sport
- Expectations between the genders of male and female
- Advert analysis
- C1-style question

Newspapers
- *Political context*
- *Left wing/right wing*
- *Demographics*
- *Narrative*
- *Active/passive audiences*

The Guardian — The Sun JOIN OUR JABS ARMY

Assessment: Media Language analysis TGC and Context analysis on QS

Brexit

Codes and Conventions

Hegemony

Media contexts

1950s ideologies

Patriarchy

Advertisements

Sweating like a pig, feeling like a fox.

Feminism

BLM

Masculinity

Term 2 Year 10

Term 1 Year 10

Introduction to Media Studies KEY CONCEPTS Media Language

enquiry

critical thinking

analysis

PRIDE

GQ

Assessment: Comparison of two unseen magazine products in how they convey meaning using media language.

Magazines

Theoretical Framework

media language: how the media through their forms, codes and conventions communicate meanings

representation: how the media portray events, issues, individuals and social groups

media industries: how the media industries' processes of production, distribution and circulation affect media forms and platforms

audiences: how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

Historical

Social and Cultural

Political

Media Contexts