







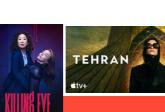






Media Studies Learning Journey

Television in the Global Age





Magazines: Mainstream and



(ISS OF THE VAMPIRE

Induction – Intro to the Media

Theoretical Framework



Media in the Online Age

Year 13

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

Exam Revision



NEA Coursework -30% of final grade

- Select assignment Research chosen
- Research and analysis of existing products

industry

Definition of demographic/target audience

NEA Component Media production





Component One – Understanding Industries and

Audiences

Radio - podcasts

modes and language communicate meaning Advertising codes and conventions

Advertising and marketing

Year 12

Newspapers



Video Games

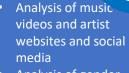


Music Video

Component One – Analysing Media

Language and Representations





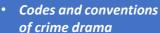
- Analysis of gender representation
- Styles of music video
- Historical context



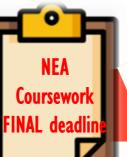


Music Video





- Context, audience, changes over time
- **Analysis of moving** image
- C2 Section A examstyle questions







Term 1 Year 11

Bond

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

Term 3 Year 10



Film marketing

Videogames



NEA Coursework - 30% of final grade

- Select assignment
- Research chosen industry
- Research and analysis of
- existing products
- Definition of demographic/target audience

NEA: research and planning; statement of aims completed



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





Advertising codes and conventions



Radio

Newspapers

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



Assessment: Media Language analysis TGC and Context analysis on QS

Mediacontexts Hegemony

Advertisements



in sport

Expectations between the genders of male and female

Roles of men and women

Advert analysis C1-style question

Term 2

Year 10

Media

Contexts

Term 1



media language: how the media through their forms, codes and



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

Year 10

conventions communicate meanings



representation: how the media portray events, issues, individuals and social groups media industries: how the media industries' processes of production,

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

distribution and circulation affect media forms and platforms

Historical

Politica

Theoretical Framework

Social and Cultural