Media Studies Learning Journey

YEAR 13

Exam Revision & Practice

Revision of all set products and theories

Practice papers

How to approach…

Unit 6: Video Games, TV & Online Media
AC, Black Mirror, The Returned, Zoella and Attitude

Approaching Scene by Scene Micro-Analysis of Unseen Products

Framework case studies to explore wider contexts

Advanced Media Language and Representations in TV

Unit 6: Radio

A2 Theory – Levi-Strauss, Baudrillard, Feminist Theories, Gilroy, Jenkins, Shirky, Livingston & Lunt, Hesmondhalgh

In depth case studies of advanced A2 products; RAIL, Narratives and Contexts

Unit 5: Extended Coursework Project (C3)

Statement of Aims

Creating multi-media products in your chosen brief

Introduction to brief, exemplars and modelling, research and planning tasks

Unit 4: Music Videos
Seventeen Going Under, Underdog

Representations within social and cultural contexts

Codes and conventions of music videos

Unit 3: Newspapers & Magazines
The Times and The Daily Mirror, The Big Issue and Vogue

Theory linked to all areas of the framework

Narratives and contexts

RAIL applied to each product

In depth case studies of newspapers and magazines

YEAR 12

Exam Revision & Practice

Sixth form induction

Exam practice, retrieval practice

How to successfully answer…

Knowledge organisers

Unit 1: Advertising & Marketing
Tide, Paralympics, KOTV

Semiotics

How does the selection and combination of codes affect meaning?

Effects of context on media products

Targeting different audiences

Bandura and Gerbner's Audience Theories

Crash course in Media Studies for students new to the subject

Neale's Genre Theory and the use of conventions

ML and Reps analysis

Unit 2: Film Industries
Black Panther, and I, Daniel Blake

Exploring different industries

Contexts and narratives

Regulation and other industry factors

YEAR 11

Unit 7 : Coursework Project (C3)

Statement of Aims (two drafts)

Research and Planning: Analysis of existing products

Research and Planning: Target market research

Exemplars of effective coursework

Unit 10: Music Videos (C2)

Music Videos and Contexts including historical product study

Economic factors in the Music Industry

Synergy and Convergence in the Music Industry

Audience and Two Step Flow Theory

Intertextuality in music videos

Representations and ideology

Narrative and binary opposites

Shot By Shot Micro Analysis – Camera and Editing

Industry factors for television

Changing contexts of television including historical product study

Unit 9: Television (C2)

Scene by Scene Micro Analysis – Camera and Editing

Todorov and Narrative Theory

Targeting television audiences

Case Study – Codes and conventions

Case Study - Representations

How does the television industry operate?

Unit 8: Newspapers (C1)

Planning our shots, props locations, and costumes

Photoshop live modelling and tutorial

Creating our first product in Photoshop

Pencil drafting our products with annotations

Creating our second product in Photoshop

News Values Theory

Political affiliations

How has technology affected the newspaper industry?

How do newspapers use selection and combination?

How are stereotypes used in newspapers?

How is synergy and convergence used by newspapers?

Newspaper Uses & Gratifications

Newspaper audiences

Unit 5 and 6: Video Games and Radio Industry (C1)

What is coursework? How much is it worth?

Regulation and Radio

What are the economic factors of radio?

What is the difference between PSB and commercial radio?

How does the radio industry operate?

How do video games use synergy and convergence?

Changing audiences of video games

Changes in the video game industry

Intro to Comp 3: What is the client brief?

Digital Technology and Radio

How does radio appeal to audiences?

How are video games regulated?

Technology and video games

How does the video game industry operate?

Unit 4: Film Industry (C1)

What does ideology mean?

How are films regulated?

What are synergy and convergence?

What are the stages of film production?

How do magazines relate to context?

How does the film industry work?

YEAR 10

Unit 2: Advertising (C1)

How do different contexts affect representations in advertising?

How are representations constructed in adverts?

The male gaze

Propp and the shaping of narratives through archetypes

Hall and the selection and combination of codes

How do adverts reflect the patriarchy?

What is the meaning of progressive and regressive?

How does media language affect advertising?

Unit 3: Magazines (C1)

What are the conventions of magazines?

How do magazines use media language to construct representations?

Theoretical approaches to analysing magazines

Unit 1: Introduction To Media Studies

Introduction to Component 1

How do audiences use media products in different ways?

Introduction to demographics and psychographics

How does context affect a media product?

Representation and stereotypes

How are symbolic codes used?

What are genre conventions?

An introduction to narrative techniques

How do camera shots affect meaning?

What is denotation and connotation?

Overview of course and theoretical framework

What is the Media and how does it affect us?