



## Media Studies Learning Journey

### Year 10 Skills

**AO1** Demonstrate knowledge and understanding of:

- The theoretical framework of media
- Contexts of media and their influence on media products and processes.

**AO2** Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.

**AO3** Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.

### Year 10 Knowledge

#### **Section A. Exploring Media Language and Representation**

Learners will analyse media language, considering how the selection and combination of elements of media language influence and communicate meanings in media products. Learners will also explore the concept of representation and relevant representations of gender, ethnicity, age, issues and events in the media.

Magazine front covers : Pride (November 2015) GQ (July 2016)

Film posters (marketing) : The Man with the Golden Gun (1974) Spectre (2015)

Print advertisements : Quality Street (1956) This Girl Can (2015)

#### **Section B: Exploring Media Industries and Audiences**

Learners will develop knowledge and understanding of key aspects of media industries, including ownership, funding, regulation, production, distribution and technology. In addition, learners will consider relevant aspects of media audiences, such as targeting and categorisation, consumption and use, and theoretical perspectives on audiences.

Spectre (2015)



## Media Studies Learning Journey

### **Understanding Media Forms and Products**

Luther, Series 1, Episode 1 (2010), 15

Plus a ten minute extract from: The Sweeney, Series 1, Episode 1 (1975), 15

### Year 11 Skills

**AO1** Demonstrate knowledge and understanding of:

- the theoretical framework of media
- contexts of media and their influence on media products and processes.

**AO2** Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.

**AO3** Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.

### Year 11 Knowledge

#### **Component 1**

#### **Section A. Exploring Media Language and Representation**

Learners will analyse media language, considering how the selection and combination of elements of media language influence and communicate meanings in media products. Learners will also explore the concept of representation and relevant representations of gender, ethnicity, age, issues and events in the media.

Newspaper front pages : The Guardian (4 September 2015) The Sun (18 December 2013)

#### **Section B: Exploring Media Industries and Audiences**



## Media Studies Learning Journey

In this section, learners will develop knowledge and understanding of key aspects of media industries, including ownership, funding, regulation, production, distribution and technology. In addition, learners will consider relevant aspects of media audiences, such as targeting and categorisation, consumption and use, and theoretical perspectives on audiences.

Newspapers: The Sun

Radio: The Archers

Video Games : Fortnite (2017)

### **Component 2**

#### **Understanding Media Forms and Products**

Contemporary music videos

Katy Perry, Roar (2013)

Pharrell Williams, Freedom (2015)

Music videos from the 1980s and early 1990s

TLC, Waterfalls (1995)

### Year 12 Skills

#### **AO1 Demonstrate knowledge and understanding of:**

- the theoretical framework of media
- contexts of media and their influence on media products and processes.

#### **AO2 Apply knowledge and understanding of the theoretical framework of media to:**

- analyse media products, including in relation to their contexts and through the use of academic theories
- evaluate academic theories
- make judgements and draw conclusions.

**AO3 Create media products for an intended audience**, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.



## Media Studies Learning Journey

### Year 12 Knowledge

#### Component 1

##### **Section A – Analysing Media Language and Representation**

Students will analyse media language, considering how elements of media language incorporate viewpoints and ideologies, the significance of genre and how audiences may respond to media language. Students will consider the factors that influence representations and will explore representations of events, issues, individuals and social groups in the media, using relevant theoretical perspectives or theories in their analysis of media products. In addition, students will consider how representations relate to relevant contexts of media.

Advertising and Marketing : Tide print advertisement (1950s) and WaterAid audio-visual advertisement (2016) Kiss of the Vampire film poster (1963)

Music Video : Formation, Beyoncé and Riptide, Vance Joy (2013)

Newspapers : Daily Mirror, November 10, 2016 front cover and article on US election and The Times, November 10, 2016 front and back page

##### **Section B – Understanding Media Industries and Audiences**

Students will develop knowledge and understanding of key aspects of media industries, including the significance of ownership and funding, the role of regulation in global production and distribution, the impact of digitally convergent platforms and the effect of individual producers on media industries.

Film (cross-media study, including film marketing) Straight Outta Compton (2015) and I, Daniel Blake (2016)

Newspapers Daily Mirror and The Times

#### **Component 2**

##### **Section B:**



## Media Studies Learning Journey

### Magazines – Mainstream and Alternative Media

Vogue (July 1965) (Conde Nast)

The Big Issue (Oct 17-23 2016, No.1227) (Dennis & The Big Issue Ltd)

### Component 3

This component synthesises knowledge and understanding of the media theoretical framework gained throughout their course by requiring learners to apply their knowledge and understanding of the media synoptically to practical production.

Advertising and Marketing: Film - Create a cross-media production to include a print marketing campaign for a new film, and related audio-visual or online\* products.

Magazines Create a cross-media production to include a new print magazine and related audio visual or online\* products.

### Year 13 Skills

#### **AO1 Demonstrate knowledge and understanding of:**

- the theoretical framework of media
- contexts of media and their influence on media products and processes.

#### **AO2 Apply knowledge and understanding of the theoretical framework of media to:**

- analyse media products, including in relation to their contexts and through the use of academic theories
- evaluate academic theories
- make judgements and draw conclusions.

AO3 Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.



## Media Studies Learning Journey

Year 13 Knowledge

### **Section B – Understanding Media Industries and Audiences**

Radio - Late Night Woman's Hour: Home 28 October, 2016

Video Games - Assassin's Creed III: Liberation (2012)

### **Section A: Television in the Global Age**

The Bridge Season 3 Episode 1 (2015)

Life on Mars. Series 1 Episode 1 (2006)

### **Section C: Media in the Online Age**

Zoella <https://www.zoella.co.uk/> and Attitude [www.attitude.co.uk](http://www.attitude.co.uk)

### **Component 3**

This component synthesises knowledge and understanding of the media theoretical framework gained throughout their course by requiring students to apply their knowledge and understanding of the media synoptically to practical production.

Advertising and Marketing: Film - Create a cross-media production to include a print marketing campaign for a new film, and related audio-visual or online\* products.

Magazines Create a cross-media production to include a new print magazine and related audio visual or online\* products.