



Media Studies Learning Journey- Year 12 to Year 13



A Level

Magazines

Key concepts developed: Industries, Representation, Audiences, Media Language
Exam technique developed: Relating analysis to media contexts

You will gain an appreciation for the operation of nine different media industries across the two year A Level course

Online Media

Key concepts introduced: Gender Performativity, Hyper reality
Exam technique developed: Comparing two products from different contexts, relating to a named theory

In Media Studies, you will explore the role that convergence has on the distribution of media products

Television

Key concepts introduced: Genre, Narratology, Postmodernism
Exam technique developed: Answering 15 mark questions on a named theory

In Media Studies, you have the opportunity to create your own Film marketing campaign, or Magazine editorial, for coursework

Non- Exam Assessment - Cross-media Production

Skills introduced: Designing and creating an original media product for the Film or Magazine industry , drawing upon theoretical knowledge from Year 12

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Film, Radio, Advertising and Video Games

Key concepts introduced: Media effects, Spectatorship, Integration, Ownership, Regulation
Exam technique developed- stepped questions

In Media Studies lessons, you will gain a detailed understanding of the news, and its role in communicating unbiased factual information

Newspapers (Section A and B)

Key concepts introduced: Bias, News Values, Newsworthiness, Convergence
Exam technique developed- comparing an unseen text to a set text

In the Media Studies department we have cross curricular links with Sociology and Business Studies!

Introduction to Media Studies

Advertising and Music Videos
Key concepts introduced: Media Language; Representation; Technical Code; Audience Positioning; Media Contexts
Exam technique introduced- responding to unseen texts

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