



SUBJECT	Media Studies		YEAR	12 & 13
<p>Why do we study Media Studies? Our core purpose is to enable all students to become socially conscious, innovative media producers and consumers</p>				
What you will learn this year	What you have learned before	Where you can read more		
Media One				
<p>You will study the following as part of Media Language and Representation Section A:</p> <ul style="list-style-type: none"> ✓ Narrative theory ✓ Semiotics ✓ Genre theory ✓ Post Modernism ✓ Representation- gender, race and ethnicity, stereotypes <p>Through close analysis of:</p> <ul style="list-style-type: none"> ✓ Advertising and Marketing (Score and Sephora) ✓ Music videos (Ghost Town and Old Town Road) <p>You will also study the following as part of Media Audiences and Industries Section B:</p> <ul style="list-style-type: none"> ✓ Audience Reception and Cultivation theories ✓ Industry theories, including regulation and power <p>Through close analysis of:</p> <ul style="list-style-type: none"> ✓ Newspapers (The Guardian and the Daily Mail) ✓ Radio (War of the Worlds and Newsbeat) ✓ Film (Blinded by the Light) 	<p>If you studied GCSE Media:</p> <p>Foundation level theory: Narrative, Semiotics, Representation, Audience.</p> <p>You had an introduction to terms such as intertextuality, genre codes and conventions, conglomerates v independent</p> <p>If you did not study Media GCSE, make a note of any terms/theory that you already know, like mise en scene from English in Y9 (Save the Bees):</p>	<p>Media section in LRC- theory in more depth</p> <p>Media Insider Youtube channel</p> <p>Mrs Fisher Youtube channel</p> <p>Media MacGuffin blog</p> <p>AQA.org.uk</p> <p>Media Studies page, Moodle</p> <p>MediaMag online and in print via LRC (back copies from your teacher)</p> <p>Broadway Cinema/BFI film school</p> <p>BFI online</p>		
Media Two (Y13)				
<p>You will study theories of Language, Audience, Industries and Representation as above, through close analysis of:</p> <ul style="list-style-type: none"> ✓ TV Crime Series (Lupin and The Responder) ✓ Magazines (GQ and The Gentlewoman) ✓ Online Social and Participatory media (Zendaya and The Voice Newspaper) ✓ Gaming (Horizon Forbidden West 2022 and SIMS Freeplay) 	<p>Language, Audience, Industry and Representation theories and theorists from Y12</p> <p>Terminology for media analysis from GCSE and Y12</p> <p>PEAS structure and exam skills from Media One</p>	As above		
NEA (Y12 & 13)				
<p>You will be given 6 briefs to choose from, producing two cross-platform texts. You will draw on all of your knowledge of theory, CSPs and context in order to produce a convincing, effective product that meets all aspects of the brief</p>	<p>Media theory: Language, Audience, Industry, Representation</p> <p>Study of CSPs across multiple platforms (genre conventions, industry context etc)</p>	<p>Collate style models/ mood boards of existing products and look at previous student production pieces</p> <p>You will need to read/watch/interact with the platforms that you are creating e.g. magazines, newspapers, TV, social media</p>		