

Year: 12

Subject: Media Studies

| Autumn Term 1 | | |
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| Topics: an introduction to media language, representation, audience, industry | | |
| What has come before and what comes later: | At KS5, not all students have studied GCSE Media Studies. For those who are new to the subject, the initial term of this course focuses on introducing the four key concepts that underpin the study of media: language, audience, representation, industry. For those that have, this is a chance to consolidate these concepts by applying them to more complex media texts and begin to apply media theory. This will then lead to initial analysis of close-study products: film, TV and music videos, to focus on industry and representation as well as solidify and use media language. | |
| | Core | Extension |
| <p>The Big Questions</p> <p>(What questions will students be able to answer upon mastery of the topic?)</p> | <p>Media Language</p> <ul style="list-style-type: none"> • What is genre? • How do genres evolve over time? • How do genres establish and subvert expectation? • What is narrative? • Who is Todorov and how can we apply this theory to media texts? • Who is Propp and how can we apply this theory to media texts? <p>Representation</p> <ul style="list-style-type: none"> • What are stereotypes? • What are archetypes? • How are different groups and places represented in Blinded By The Light/Letter to the Free/Ghost Town/The Killing and No Offence? <p>Audience</p> <ul style="list-style-type: none"> • What is reception theory? | <ul style="list-style-type: none"> • How can we apply Neale's theory of genre to the horror genre? • What is the effect of these representations and to what extent are they a reflection of the social and political contexts in which they're made? |

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| | <ul style="list-style-type: none"> • What is the hypodermic needle theory? • What is the difference between an active and passive audience? • How would audiences over time respond to Blinded By the Light/Letter to the Free/Ghost Town/The Killing and No Offence <p>Industry</p> <ul style="list-style-type: none"> • What is a conglomerate? • What is convergence? • What is the difference between producers and consumers? | |
| | Skill/Technique | How students will develop and demonstrate this |
| Key skills | <ul style="list-style-type: none"> • Identify media language, analyse its effect and explain this clearly. • Discuss, analyse, reference and explain the use of representations across media texts, making judgements and drawing conclusions | <ul style="list-style-type: none"> • Write extended responses that utilise subject terminology, are specific in their references and communicate clearly the effect of the choices producers make. • Plan writing that is clear and utilises subject terminology |

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| | <ul style="list-style-type: none">• Apply knowledge of relevant aspects of social, historical, culture and political contexts to close study products.• Use 'high level' vocabulary in own writing and accurate subject terminology• Use the full range of sentence structures and punctuation in own writing, for clarity. | <ul style="list-style-type: none">• Edit own extended writing to show conscious changes in work to ensure maximum effect. |
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