

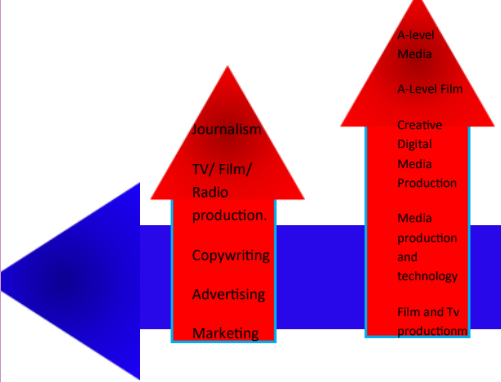
Theories:
 Blumler and Katz—Uses and Gratifications.
 Propp—Character Theory
 Laura Mulvey—Male Gaze
 Stuart Hall—Reception theory.
 Dyer—Star theory

theguardian



Media language
 Representation
 Audiences
 Contexts
 Industries

Assessment:
 Exam qs on industry, audiences, contexts, media language and representations.



Revision and exam practice dependent on student need.

Term 6

Assessment:
 Exam q on industry, audiences and contexts

Assessment:
 Exam Q based on Ind and Aud

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Media language
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Assessment:
 Submission of finalised NEA

Term 5

Newspapers
 Analysis of set front pages

Comparative analysis of front pages. (1 week)

Sun—industry inc website (1 week)

Assessment:
 Exam Q based on media language and representations

Production of NEA

Media language
 Representations
 Audiences



Assessment:
 Mock exams



Assessment:
 Exam Q based on audience and industry



Media Industries
 Audiences
 Media contexts

Introduction to NEA briefs (released in March)

Magazines—GQ and Vogue— analysis of media language and representation

Audience & The Archers: target audience, global audience, responses, fandom. (2 weeks)

Radio Industry & The Archers (BBC, PSB); sense of evolving media product (1 week)

Assessment:
 Submission of statement of aims.

Media language
 Representation
 Contexts

Assessment
 Written exam style analysis of each magazine front cover.

Industries
 Audience

Assessment:
 Exam Q based on media language and representations

Term 4

Term 3

Introduction to video games

Video games— industry

Video games— audience

Analysis of two contemporary and one older music videos

Online, social and participatory media for 2 set modern artists

Assessment:
 Comparative exam Q focussed on context audience and industry.

10 minute sequence second product. Comparison of ML and Reprs

Assessment:
 Exam Q based on Ind and Aud



Media language
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Assessment:
 Practical task focussed on ML and reps eg storyboard



Assessment:
 Analytical exam q based on ML and reps

Industry and audience issues in relation to full length product

Exploration of relevant contexts in relation to full-length product

Analysis of key sequences – specific elements of media language, representations

Analysis of full-length product Luther / The Sweeney (12 weeks in all)

Crime Drama. Luther / The Sweeney (12 weeks in all)



Assessment
 Written exam style analysis of each advert



Term 2

Assessment:
 Completed advert

Practical—Plan / draft advert (1 week)

Film marketing—James Bond—posters industry and audience (4 weeks)

Practical— create mag cover

Assessment:
 Comparative analysis

Comparative analysis of other adverts (week)

Assessment
 Written exam style analysis of each advert

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Media language
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Advertising and Marketing “Quality Street” and “This Girl Can” (2 weeks)

Introduction to Media (2 Weeks)

Term 1

Some foundation understanding from KS3 eg persuasive language in English, representation in PSHE and contextual background in History.

KS 3



Media language
 Representation
 Contexts



A JOURNEY TO BEING EXCEPTIONAL

