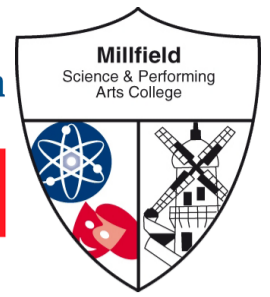


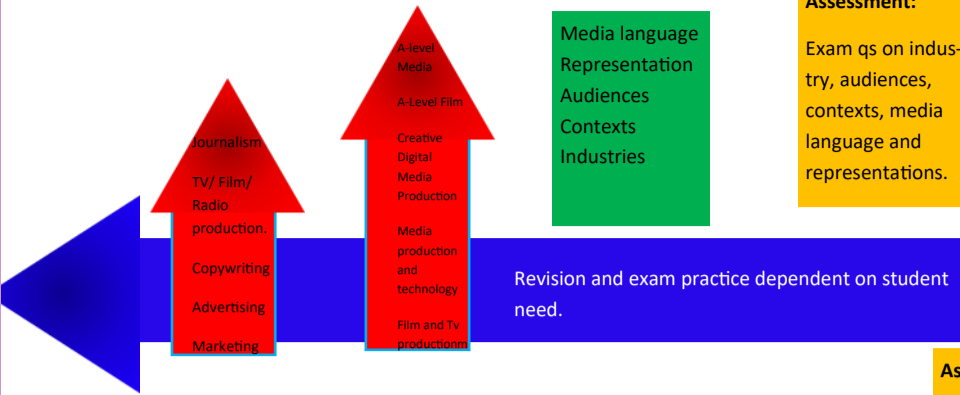
Theories:
 Blumler and Katz—Uses and Gratifications.
 Propp—Character Theory
 Laura Mulvey—Male Gaze
 Stuart Hall—Reception theory.
 Dyer—Star theory

theguardian



Media language
 Representation
 Audiences
 Contexts
 Industries

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



Term 6

Assessment:
 Exam q on industry, audiences and contexts

Assessment:
 Exam Q based on Ind and Aud

Media language
 Representation
 Audiences
 Contexts
 Industries

Media language
 Representation
 Audience
 Industries

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

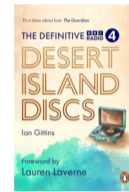
Production of NEA

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 & Desert Island Discs: target audience, global audience, responses, fandom. (2 weeks)

Radio Industry & Desert Island Discs (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

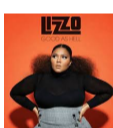
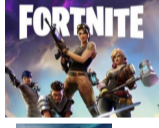


Assessment:
 Comparative exam Q focussed on context audience and industry.

10 minute sequence second product. Comparison of ML and Reprs

Assessment:
 Practical task focussed on ML and reps eg storyboard

Assessment:
 Exam Q based on Ind and Aud



Assessment:
 Analytical exam q based on ML and reps

Media language
 Representation
 Audiences
 Contexts
 Industries



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 Trigger Point) –viewing/key codes

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

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

Media language
 Representation
 Contexts
 Industries

Media language
 Representation
 Contexts

Advertising and Marketing “Quality Street” and “NHS 111” (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

