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| <b>Subject Name:</b>   | <b>Media Studies</b> |
| <b>Key Stage 4 (Tech Award in Creative Media Production)</b>   |                      |
| <b>Curriculum Intent Statement</b>   |                      |
| <p>Media develops your understanding, evaluation and critical thinking beyond the English Language looking further in depths of the signs, symbols and contextual factors, building transferable skills. Which further enhances your functionality in society. A combination of both theory and practical.</p> |                      |

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| <b>The Course</b>   |
| <p><b>Exams:</b></p> <ul style="list-style-type: none"> <li>• Component 1: 70 Marks (2 Hours) – 35%</li> <li>• Component 2: 70 Marks (2 hours) – 35%</li> </ul> <p><b>Coursework:</b></p> <ul style="list-style-type: none"> <li>• Component 3: 60 Marks – 30%</li> </ul> |

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| <b>Autumn Term 1</b>   |
| <p><b>Introduction</b></p> <ul style="list-style-type: none"> <li>• Introduction to the course</li> <li>• Introduction to key concepts and theoretical framework (Media Language, Representation, Audience, Industry) of Media Studies</li> </ul> <p><b>Component 1 Section B Topic:</b></p> <ul style="list-style-type: none"> <li>• Introduction to Music Videos</li> <li>• History of Music Videos</li> <li>• Representation, Codes and conventions of Music Videos</li> <li>• 2 Case Studies</li> <li>• Todorov Narrative theory and Postmodernism Theory</li> </ul> <p><b>Component 2 Section A:</b></p> <ul style="list-style-type: none"> <li>• Introduction to Film Industry</li> <li>• Production, Distribution, Marketing and Consumption</li> <li>• History of Disney</li> <li>• Disney as a conglomerate and their expansion</li> <li>• Jungle Book 1967 &amp; Jungle Book 2016</li> <li>• Technological advancement</li> <li>• Industry Theories</li> </ul> |

## Autumn Term 2

### Component 1 Section B:

- Introduction to magazines (codes and conventions)
- Introduction to set text (The Big Issue)
- The Big Issue Contexts
- The Big Issue Textual analysis

### Media Language Theorists:

- Roland Barthes: Semiotics (The theory of signs, denotation and connotation)
- Steve Neal: Genre Theory (What constructs genre)

### Representation Theorists:

- Stuart Hall: Representation Theory (how media language constructs representations for specific purposes and stereotypes)
- David Gauntlett: Theories of Identity (Media provides resources for us to construct out identity)
- Van Zoonen: Feminism, Theories of Patriarchy and Voyeurism
- bell hooks: Feminism is for everybody
- Judith Butler: Gender Performance (gender is a performance)
- Paul Gilroy: Postcolonial and ethnicity (How the media portrays “others” as a threat)

## Spring Term 1

### Component 2 Section A:

- Introduction to set text (BBC Radio Breakfast show)
- BBC contexts and role as a Public Service Broadcaster
- BBC Radio breakfast show schedule
- Audience interaction and demands
- Technology and digital adaptation
- The role of OFCOM
- Listening and analysing an episode

### Audience Theorists:

- Albert Bandura: Media Effects and the hypodermic needle theory
- George Gerbner: Cultivation theory (how the media may create or develop our understanding of certain topics)
- Stuart Hall: Reception theory (how industries encode meaning and we as the audience decode the meanings)
- Henry Jenkins: Fandom Theory (how we as audiences are active in interacting)
- Clay Shirky: End of audience (Audiences are no longer “just” consumer we are also producers)

## Spring Term 2

### Component 1 Section A:

- Introduction to Newspapers
- Newspapers genre, codes and conventions, media language
- Newspapers audiences
- Discourse, political agendas, news values
- Newspaper representations
- Reference to theorists
- Newspaper ownership and regulation
- Newspapers adapting to online presence and the decline of the print industry
- Citizen journalism

### Set Texts:

- The Guardian & Daily Mail
- Industry and audience

## Summer Term 1

### NEA (coursework) 30%:

- Introduction to the Brief (creating 2x Magazine Front covers, 2x Content page and website.
- Research and planning

## Summer Term 2

### NEA (coursework) 30%:

- Research and planning
- Including taking pictures
- Photoshop tutorials and practice
- Starting to create the products