

Media Studies

Introduction to the Media - Year 12

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Introduction to the Media	Digital Literacy			
	Understanding different Media forms			
	Understanding and using appropriate subject terminology			
	Understanding media language, codes and conventions			
	Applying understanding of media language in analytical writing			
	Handling complex concepts			
	Identifying media representations			
	Comparing and contrasting theoretical debates around media representations			
	Ability to select own example of a media text for analysis of representation			
	Understanding media industries and production, distribution and exhibition			
	Ability to apply understanding of media institutions to set texts			
	Ability to apply understanding of media institutions to self-selected texts			
	Critical thinking			
	Analysing/interpreting data or information			
	Understand audience demographics			
	Ability to apply different interpretations of how audiences might find meaning in a text			
	Understanding of how media forms target, reach and address audiences			
	Awareness of contextual influence on the study of media texts			
	Analyse critically and compare media products			
	Ability to identify and recall key media theories			
	Ability to identify, recall and apply key media theories to media texts			
	Ability to critically reflect upon and debate key media theories			
	Comparing and contrasting theoretical debates around media representations			
	Political factors surrounding a media text's production			
	Understanding relevant institutional aspects of a media text's production			
	Draw together knowledge and understanding from different elements of context, theory and debate			
	Understand the concept of intertextuality			
	Identifying and debating issues of intertextuality			
	Understanding of cross-media platforms from an industry perspective			
	Understanding of cross-media platforms from an audience perspective			
	Have a broad understanding of regulation of the media			
	Ability to consider different spectator responses to the same media text			
	Understanding issues of media ownership and regulation using a theoretical framework			
	Applying and debating different theoretical frameworks of media ownership and regulation			
	Ability to compare and contrast appropriate media texts across different contexts			
	Understanding cultural frameworks behind a media text's production			
	Understanding the importance of technological change and the media			

Introduction to representation - Year 12		
	R	A
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Digital Literacy		
Understanding different Media forms		
Understanding and using appropriate subject terminology		
Understanding media language, codes and conventions		
Applying understanding of media language in analytical writing		
Handling complex concepts		
Identifying media representations		
Comparing and contrasting theoretical debates around media representations		
Ability to select own example of a media text for analysis of representation		
Understanding media industries and production, distribution and exhibition		
Ability to apply understanding of media institutions to set texts		
Ability to apply understanding of media institutions to self-selected texts		
Critical thinking		
Understand audience demographics		
Ability to apply different interpretations of how audiences might find meaning in a text		
Understanding of how media forms target, reach and address audiences		
Awareness of contextual influence on the study of media texts		
Analyse critically and compare media products		
Ability to identify and recall key media theories		
Ability to identify, recall and apply key media theories to media texts		
Ability to critically reflect upon and debate key media theories		
Comparing and contrasting theoretical debates around media representations		
Draw together knowledge and understanding from different elements of context, theory and debate		
Understand the concept of intertextuality		
Identifying and debating issues of intertextuality		
Understanding of cross-media platforms from an industry perspective		
Understanding of cross-media platforms from an audience perspective		
Have a broad understanding of regulation of the media		
Ability to consider different spectator responses to the same media text		
Understanding cultural frameworks behind a media text's production		
Understanding the importance of technological change and the media		

Newspapers and Online Media - Year 12			
	R	A	G
Digital Literacy			
Understanding different Media forms			
Understanding and using appropriate subject terminology			
Understanding media language, codes and conventions			
Applying understanding of media language in analytical writing			
Handling complex concepts			
Identifying media representations			
Comparing and contrasting theoretical debates around media representations			
Ability to select own example of a media text for analysis of representation			
Understanding media industries and production, distribution and exhibition			
Ability to apply understanding of media institutions to set texts			
Ability to apply understanding of media institutions to self-selected texts			
Critical thinking			
Analysing/interpreting data or information			
Understand audience demographics			
Ability to apply different interpretations of how audiences might find meaning in a text			
Understanding of how media forms target, reach and address audiences			
Awareness of contextual influence on the study of media texts			
Analyse critically and compare media products			
Ability to identify and recall key media theories			
Ability to identify, recall and apply key media theories to media texts			
Ability to critically reflect upon and debate key media theories			
Comparing and contrasting theoretical debates around media representations			
Political factors surrounding a media text's production			
Understanding relevant institutional aspects of a media text's production			
Draw together knowledge and understanding from different elements of context, theory and debate			
Understand the concept of intertextuality			
Identifying and debating issues of intertextuality			
Understanding of cross-media platforms from an industry perspective			
Understanding of cross-media platforms from an audience perspective			
Have a broad understanding of regulation of the media			
Ability to consider different spectator responses to the same media text			
Understanding issues of media ownership and regulation using a theoretical framework			
Applying and debating different theoretical frameworks of media ownership and regulation			
Ability to compare and contrast appropriate media texts across different contexts			
Understanding cultural frameworks behind a media text's production			
Understanding the importance of technological change and the media			

Advertising and Marketing			R	A	G
Advertising and Marketing	Digital Literacy				
	Understanding different Media forms				
	Understanding and using appropriate subject terminology				
	Understanding media language, codes and conventions				
	Applying understanding of media language in analytical writing				
	Handling complex concepts				
	Identifying media representations				
	Comparing and contrasting theoretical debates around media representations				
	Ability to select own example of a media text for analysis of representation				
	Understanding media industries and production, distribution and exhibition				
	Ability to apply understanding of media institutions to set texts				
	Ability to apply understanding of media institutions to self-selected texts				
	Critical thinking				
	Understand audience demographics				
	Ability to apply different interpretations of how audiences might find meaning in a text				
	Understanding of how media forms target, reach and address audiences				
	Awareness of contextual influence on the study of media texts				
	Analyse critically and compare media products				
	Ability to identify and recall key media theories				
	Ability to identify, recall and apply key media theories to media texts				
	Ability to critically reflect upon and debate key media theories				
	Comparing and contrasting theoretical debates around media representations				
	Understanding relevant institutional aspects of a media text's production				
	Draw together knowledge and understanding from different elements of context, theory and debate				
	Understand the concept of intertextuality				
	Identifying and debating issues of intertextuality				
	Understanding of cross-media platforms from an industry perspective				
	Understanding of cross-media platforms from an audience perspective				
	Have a broad understanding of regulation of the media				
	Ability to consider different spectator responses to the same media text				
	Understanding issues of media ownership and regulation using a theoretical framework				
	Applying and debating different theoretical frameworks of media ownership and regulation				
	Ability to compare and contrast appropriate media texts across different contexts				
	Understanding cultural frameworks behind a media text's production				
	Understanding the importance of technological change and the media				

Magazines - Year 12 or 13		
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Magazines		
Understanding different Media forms		
Understanding and using appropriate subject terminology		
Understanding media language, codes and conventions		
Applying understanding of media language in analytical writing		
Handling complex concepts		
Identifying media representations		
Comparing and contrasting theoetical debates around media representations		
Ability to select own example of a media text for analysis of representation		
Understanding media industries and production, distribution and exhibition		
Ability to apply understanding of media institutions to set texts		
Critical thinking		
Understand audience demographics		
Ability to apply different interpretations of how audiences might find meaning in a text		
Understanding of how media forms target, reach and address audiences		
Awareness of contextual influence on the study of media texts		
Analyse critically and compare media products		
Ability to identify and recall key media theories		
Ability to identify, recall and apply key media theories to media texts		
Ability to critically reflect upon and debate key media theories		
Comparing and contrasting theoetical debates around media representations		
Political factors surrounding a media text's production		
Understanding relevant institutional aspects of a media text's production		
Draw together knowledge and understanding from different elements of context, theory and debate		
Understand the concept of intertextuality		
Identifying and debating issues of intertextuality		
Understanding of cross-media platforms from an industry perspective		
Understanding of cross-media platforms from an audience persepctive		
Have a broad understanding of regulation of the media		
Ability to consider different spectator responses to the same media text		
Ability to compare and contrast appropriate media texts across different contexts		
Understanding cultural frameworks behind a media text's production		

Long Form TV Drama - Year 12		
	R	A
	G	
Long Form TV Drama		
Understanding different Media forms		
Understanding and using appropriate subject terminology		
Understanding media language, codes and conventions		
Applying understanding of media language in analytical writing		
Handling complex concepts		
Identifying media representations		
Comparing and contrasting theoetical debates around media representations		
Ability to select own example of a media text for analysis of representation		
Understanding media industries and production, distribution and exhibition		
Ability to apply understanding of media institutions to set texts		
Critical thinking		
Understand audience demographics		
Ability to apply different interpretations of how audiences might find meaning in a text		
Understanding of how media forms target, reach and address audiences		
Awareness of contextual influence on the study of media texts		
Analyse critically and compare media products		
Ability to identify and recall key media theories		
Ability to identify, recall and apply key media theories to media texts		
Ability to critically reflect upon and debate key media theories		
Comparing and contrasting theoetical debates around media representations		
Understanding relevant institutional aspects of a media text's production		
Draw together knowledge and understanding from different elements of context, theory and debate		
Understand the concept of intertextuality		
Identifying and debating issues of intertextuality		
Understanding of cross-media platforms from an industry perspective		
Understanding of cross-media platforms from an audience persepctive		
Have a broad understanding of regulation of the media		
Ability to consider different spectator responses to the same media text		
Understanding issues of media ownership and regulation using a theoretical framework		
Applying and debating different theoretical frameworks of media ownership and regulation		
Ability to compare and contrast appropriate media texts across different contexts		
Understanding cultural frameworks behind a media text's production		
Understanding the importance of technological change and the media		

Music Videos Year 12

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Music Videos

- Digital Literacy
- Understanding different Media forms
- Understanding and using appropriate subject terminology
- Understanding media language, codes and conventions
- Applying understanding of media language in analytical writing
- Handling complex concepts
- Identifying media representations
- Comparing and contrasting theoretical debates around media representations
- Ability to select own example of a media text for analysis of representation
- Understanding media industries and production, distribution and exhibition
- Critical thinking
- Understand audience demographics
- Ability to apply different interpretations of how audiences might find meaning in a text
- Understanding of how media forms target, reach and address audiences
- Awareness of contextual influence on the study of media texts
- Analyse critically and compare media products
- Ability to identify and recall key media theories
- Ability to identify, recall and apply key media theories to media texts
- Ability to critically reflect upon and debate key media theories
- Comparing and contrasting theoretical debates around media representations
- Understanding relevant institutional aspects of a media text's production
- Draw together knowledge and understanding from different elements of context, theory and debate
- Understand the concept of intertextuality
- Identifying and debating issues of intertextuality
- Understanding of cross-media platforms from an industry perspective
- Understanding of cross-media platforms from an audience perspective

Film Industry - Disney - Year 13

	R	A	G
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Film Industry - Disney

- Digital Literacy
- Understanding different Media forms
- Understanding and using appropriate subject terminology
- Understanding media language, codes and conventions
- Applying understanding of media language in analytical writing
- Handling complex concepts
- Identifying media representations
- Comparing and contrasting theoretical debates around media representations
- Ability to select own example of a media text for analysis of representation
- Understanding media industries and production, distribution and exhibition
- Ability to apply understanding of media institutions to set texts
- Critical thinking
- Analysing/interpreting data or information
- Understand audience demographics
- Ability to apply different interpretations of how audiences might find meaning in a text
- Understanding of how media forms target, reach and address audiences
- Awareness of contextual influence on the study of media texts
- Analyse critically and compare media products
- Understanding relevant institutional aspects of a media text's production
- Draw together knowledge and understanding from different elements of context, theory and debate
- Understand the concept of intertextuality
- Identifying and debating issues of intertextuality
- Understanding of cross-media platforms from an industry perspective
- Understanding of cross-media platforms from an audience perspective
- Understanding issues of media ownership and regulation using a theoretical framework
- Understanding cultural frameworks behind a media text's production
- Understanding the importance of technological change and the media
- Understanding of the conventions appropriate to the NEA brief

Non-exam assessment - Year 13			R	A	G
Non-exam assessment	Digital Literacy				
	Understanding different Media forms				
	Understanding and using appropriate subject terminology				
	Understanding media language, codes and conventions				
	Applying understanding of media language in analytical writing				
	Handling complex concepts				
	Identifying media representations				
	Comparing and contrasting theoretical debates around media representations				
	Ability to select own example of a media text for analysis of representation				
	Understanding media industries and production, distribution and exhibition				
	Ability to apply understanding of media institutions to set texts				
	Ability to apply understanding of media institutions to self-selected texts				
	Critical thinking				
	Understand audience demographics				
	Ability to apply different interpretations of how audiences might find meaning in a text				
	Understanding of how media forms target, reach and address audiences				
	Awareness of contextual influence on the study of media texts				
	Ability to identify and recall key media theories				
	Draw together knowledge and understanding from different elements of context, theory and debate				
	Understanding of the conventions appropriate to the NEA brief				
	Application of the conventions appropriate to the NEA brief				
Gaming - Year 13			R	A	G
Gaming	Digital Literacy				
	Understanding different Media forms				
	Understanding and using appropriate subject terminology				
	Understanding media language, codes and conventions				
	Applying understanding of media language in analytical writing				
	Handling complex concepts				
	Identifying media representations				
	Comparing and contrasting theoretical debates around media representations				
	Ability to select own example of a media text for analysis of representation				
	Understanding media industries and production, distribution and exhibition				
	Ability to apply understanding of media institutions to set texts				
	Ability to apply understanding of media institutions to self-selected texts				
	Critical thinking				
	Analysing/interpreting data or information				
	Understand audience demographics				
	Ability to apply different interpretations of how audiences might find meaning in a text				
	Understanding of how media forms target, reach and address audiences				
	Awareness of contextual influence on the study of media texts				
	Ability to identify and recall key media theories				
	Ability to identify, recall and apply key media theories to media texts				
	Ability to critically reflect upon and debate key media theories				
	Understanding relevant institutional aspects of a media text's production				
	Draw together knowledge and understanding from different elements of context, theory and debate				
	Understand the concept of intertextuality				
	Identifying and debating issues of intertextuality				
	Understanding of cross-media platforms from an industry perspective				
	Understanding of cross-media platforms from an audience perspective				

Radio Year 12 or 13			R	A	G
Radio	Digital Literacy				
	Understanding different Media forms				
	Understanding and using appropriate subject terminology				
	Understanding media language, codes and conventions				
	Applying understanding of media language in analytical writing				
	Handling complex concepts				
	Identifying media representations				
	Comparing and contrasting theoretical debates around media representations				
	Ability to select own example of a media text for analysis of representation				
	Understanding media industries and production, distribution and exhibition				
	Ability to apply understanding of media institutions to set texts				
	Critical thinking				
	Analysing/interpreting data or information				
	Understand audience demographics				
	Ability to apply different interpretations of how audiences might find meaning in a text				
	Understanding of how media forms target, reach and address audiences				
	Awareness of contextual influence on the study of media texts				
	Ability to identify and recall key media theories				
	Ability to identify, recall and apply key media theories to media texts				
	Ability to critically reflect upon and debate key media theories				
	Understanding relevant institutional aspects of a media text's production				
	Draw together knowledge and understanding from different elements of context, theory and debate				
	Understand the concept of intertextuality				
	Identifying and debating issues of intertextuality				
	Understanding of cross-media platforms from an industry perspective				
	Ability to compare and contrast appropriate media texts across different contexts				
	Understanding cultural frameworks behind a media text's production				
General revision - Year 13			R	A	G
General revision	Digital Literacy				
	Understanding different Media forms				
	Understanding and using appropriate subject terminology				
	Understanding media language, codes and conventions				
	Applying understanding of media language in analytical writing				
	Handling complex concepts				
	Identifying media representations				
	Comparing and contrasting theoretical debates around media representations				
	Ability to select own example of a media text for analysis of representation				
	Understanding media industries and production, distribution and exhibition				
	Ability to apply understanding of media institutions to set texts				
	Ability to apply understanding of media institutions to self-selected texts				
	Critical thinking				
	Analysing/interpreting data or information				
	Understand audience demographics				
	Ability to apply different interpretations of how audiences might find meaning in a text				
	Understanding of how media forms target, reach and address audiences				
	Awareness of contextual influence on the study of media texts				
	Analyse critically and compare media products				
	Ability to identify and recall key media theories				
	Ability to identify, recall and apply key media theories to media texts				
	Ability to critically reflect upon and debate key media theories				
	Comparing and contrasting theoretical debates around media representations				
	Political factors surrounding a media text's production				
	Understanding relevant institutional aspects of a media text's production				
	Draw together knowledge and understanding from different elements of context, theory and debate				
	Understand the concept of intertextuality				
	Identifying and debating issues of intertextuality				
	Understanding of cross-media platforms from an industry perspective				
	Understanding of cross-media platforms from an audience perspective				
	Have a broad understanding of regulation of the media				
	Ability to consider different spectator responses to the same media text				
	Understanding issues of media ownership and regulation using a theoretical framework				
	Applying and debating different theoretical frameworks of media ownership and regulation				
	Ability to compare and contrast appropriate media texts across different contexts				
	Understanding cultural frameworks behind a media text's production				
	Understanding the importance of technological change and the media				
	Understanding of the conventions appropriate to the NEA brief				
	Application of the conventions appropriate to the NEA brief				