

Media Studies

Introduction to the Media - Year 12

R

A

G

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	G
Introduction to representation	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
Newspapers and Online 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			

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		R	A	G
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 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			
	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			
	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 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			
	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			

Music Videos Year 12		R	A	G
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
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			