MEDIA STUDIES LEARNING JOURNEY

Y10

MEDIA LANGUAGE
- MISE EN SCENE
- CONNOTATIONS
- STEREOTYPES

MUSIC & MEDIA
- CONVENTIONS
- IDEOLOGY
- AUDIENCE

TELEVISION DRAMA
- GENRE
- REPRESENTATIONS
- CONTEXTS

Y11

NEA PRODUCTION
- IMAGE EDITING
- PHOTOGRAPHY
- WEB DESIGN

NEA PLANNING
- RESPONDING TO BRIEFS
- RESEARCH
- STATEMENT OF INTENTIONS

FILM & MARKETING
- CONGLOMERATION
- CONVERGENCE & SYNERGY
- CONTEXTS

NEWS
- NEWSPAPER GENRE
- AUDIENCE CONSUMPTION
- IDEOLOGIES

ADVERTISING
- HISTORICAL CONTEXTS
- REPRESENTATIONS
- AUDIENCE

MEDIA THEORY
- CULTIVATION
- USES & GRATIFICATIONS
- FEMINISM

Y12

MUSIC VIDEOS
- REPRESENTATIONS
- IDEOLOGIES
- PROMOTION

LIAR FRAMEWORK
- DECONSTRUCTING TEXTS
- CONVENTIONS
- EXPLORING CONTEXTS

NEA & REVISION
- FINAL SUBMISSION
- PREPARATION FOR EXAM

Y13

NEWS
- GENRE & NEWS VALUES
- POLITICAL BIAS
- REPRESENTATIONS

ADS & MAGS
- REPRESENTATIONS
- INTERTEXTUALITY
- CONTEXTS

NEA
- RESPONDING TO A BRIEF
- WEB DESIGN
- IMAGE EDITING

FILM
- EVOLVING PRODUCTION
- CONTEXTS & DISNEY
- COSUMPTION

MINECRAFT
- AUDIENCE CONSUMPTION
- PROSUMERISM
- CONGLOMERATION

LFTVD
- US & FOREIGN LANGUAGE TV
- CONTEXTS
- REPRESENTATIONS

RADIO
- PUBLIC SERVICE BROADCASTERS
- AUDIENCE CONSUMPTION
- INTERACTIVITY

REVISION
- FINAL SUBMISSION OF NEA
- PREPARATION FOR EXAM

ES & 6TH FORM

Ready, Respectful, Responsible: Be the best you can be

Y10 MEDIA STUDIES LEARNING JOURNEY

Y10

MISE EN SCENE
COSTUME, LIGHTING,
ACTION, MAKEUP,
PROPS, SETTING

GENRE
CONVENTIONS OF GENRE
AUDIENCE EXPECTATIONS
HYBRIDITY

REPRESENTATIONS
STEREOTYPES & ARCHETYPES
DOMINANT & MINORITY
IMPACT OF REPRESENTATION

SYMBOLISM
DENOTATION & CONNOTATION
ICONOGRAPHY
INTERTEXTUALITY

TEXT
TYPOGRAPHY
ANCHORAGE

DECONSTRUCTIONS
IDENTIFYING MEANING
EVIDENCING FROM TEXTS
EVALUATING MESSAGES

ES&6TH FORM

MUSIC VIDEOS
TEENAGE DIRTBAG
SK8R BOI
REPRESENTATIONS & LANGUAGE

MAGAZINES
CONVENTIONS
GENRE
AUDIENCES

RADIO
PROMOTING ARTISTS
TARGET AUDIENCE
PUBLIC SERVICE BROADCASTING

ES&6TH FORM

TV GENRE
CONVENTIONS
EXPECTATIONS
LANGUAGE & NARRATIVES

REPRESENTATIONS
...OF PEOPLE, PLACE & THEME
EVIDENCE IN TV

HISTORIC CONTEXTS
GENDER
POLITICS & COLD WAR
AUDIENCES

ES&6TH FORM

AUDIENCES
USES & GRATIFICATIONS
CONSUMPTION
TECHNOLOGY

CONTEMPORARY CONTEXTS
ORIGINALITY
SOCIAL THEMES
REPRESENTATIONS

MARKETING MOVIES
PLATFORMS & CONVENTIONS
CONVERGENCE & SYNERGY
TARGET AUDIENCE

REPRESENTATIONS
GENDER
ARCHETYPES
STEREOTYPES

ES&6TH FORM

NEA PLANNING
RESPONDING TO BRIEF
PLANNING REPRESENTATIONS
STATEMENT OF INTENTIONS

ES&6TH FORM

NEA PRODUCTION
PHOTOGRAPHY
IMAGE EDITING
WEB DESIGN

CONTEXTS OF FILM
PRODUCTION
DISTRIBUTION
EXHIBITION

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Y11 MEDIA STUDIES LEARNING JOURNEY

Y11

NEWS GENRE
- CONVENTIONS
- MEDIA LANGUAGE
- AUDIENCES

NEWS VALUES
- ANALYSIS OF VALUE
- EDITORIAL DECISIONS
- THE NEWS CYCLE

HISTORIC NEWS
- EARLY CONVENTIONS
- AUDIENCES
- OWNERSHIP

CONTEMPORARY NEWS
- MODERN AUDIENCES
- CONTEXTS OF NEWS
- DIVERSIFICATION

OWNERSHIP
- POLITICAL IDEOLOGIES
- FINANCIAL MODEL

ADVERT CONVENTIONS
- MEDIA LANGUAGE
- TYPOGRAPHY
- ANCHORAGE

REPRESENTATIONS
- CONTEMPORARY STEREOTYPES
- MESSAGES AND READINGS
- AUDIENCE IMPACT

HISTORIC ADVERTS
- CONVENTIONS
- CONTEXTS
- REPRESENTATIONS

LANGUAGE
- NARRATOLOGY
- SEMIOTICS
- GENRE

INSTITUTIONS
- CULTURAL INDUSTRIES
- REGULATION
- POWER

AUDIENCE
- CULTIVATION
- RECEPTION
- FANDOM

REPRESENTATION
- HALL
- FEMINISM
- IDENTITY

NEA COMPLETION
- STATEMENT OF INTENTIONS
- PLANNING
- RESEARCH

REVISION
- UNIT 1 – TV & PROMOTING MEDIA
- UNIT 2 – MUSIC & NEWS

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Y12 MEDIA STUDIES LEARNING JOURNEY

Y12

LANGUAGE
- MISE EN SCENE
- NARRATOLOGY
- SEMIOTICS

REPRESENTATIONS
- TYPING
- CONSTRUCTIONISM
- IMPACT ON AUDIENCE

INSTITUTIONS
- VALUES & IDEOLOGIES
- OWNERSHIP
- ECONOMICS

AUDIENCES
- VALUES & READINGS
- ACCESSIBILITY
- DEMOGRAPHICS

CONTEXTS
- POLITICAL
- SOCIAL & CULTURAL
- ECONOMIC

MUSIC MESSAGES
- CONTRAST OF SET TEXTS
- MEDIA LANGUAGE
- STRUCTURE

MUSIC REPRESENTATIONS
- ARTIST IDEOLOGY
- AUDIENCE
- NARRATIVE THEMES

MUSIC CONTEXTS
- CULTURAL CONEXTS
- SOCIAL MESSAGES
- ECONOMIC AIMS

NEWS CONVENTIONS
- NEWS VALUE
- GENRE
- CONVENTIONS

NEWS THEORY
- CULTURAL INDUSTRIES
- REGULATION
- CULTIVATION

DIVERSIFICATION
- ONLINE NEWS
- DECLINE IN PRINT
- ECOMMERCE

POLITICAL VALUES
- LEFT/RIGHT POLITICS
- OWNERSHIP
- VALUES

ADVERTISING
- CONVENTIONS
- TARGET AUDIENCE
- CONTEXTS

MAGAZINES
- CONVENTIONS
- TARGET AUDIENCE
- CONTEXTS

REVISION
- UNIT 1 – MEDIA MESSAGES
- MOCK EXAM

NEA BRIEFS
- RESEARCH & PLANNING
- DIGITAL CONVERGENCE
- STATEMENT OF INTENTIONS

NEA PRODUCTION
- MAGAZINE COVER PAGES
- PHOTOGRAPHY
- MAGAZINE CONTENTS PAGES

NEA PRODUCTION
- MAGAZINE WEBSITE

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Y13 MEDIA STUDIES LEARNING JOURNEY

Y13

HOMELAND
- LANGUAGE
- REPRESENTATIONS
- CONTEXTS

FORBRYDLESEN
- LANGUAGE
- REPRESENTATIONS
- CONTEXTS

CONTRASTING
- SIMILAR CONTEXTS
- CONTRASTING CONTEXTS
- ECONOMIC

AUDIENCES
- BELIEFS & VALUES
- IDEOLOGIES
- SOCIAL & CULTURAL

TV THEORY
- NARRATOLOGY
- REPRESENTATION THEORY
- INSTITUTION THEORY

GAME AUDIENCES
- STEREOTYPES
- FANDOM
- USES & GRATIFICATIONS

GAME INSTITUTIONS
- INDEPENDENT PRODUCERS
- CONGLOMERATION
- PROSUMERISM

1967 JUNGLE BOOK
- HISTORY OF DISNEY
- TRADITIONAL FILM MAKING
- MARKETING JUNGLE BOOK

2015 JUNGLE BOOK
- CONTEMPORARY DISNEY
- TECHNOLOGY IN FILM
- MARKETING & DISTRIBUTION

FILM CONTEXTS
- SOCIAL REPRESENTATIONS
- CULTURAL CONVENTIONS
- ECONOMIC PRESSURES

RADIO INSTITUTION
- PUBLIC SERVICE BROADCASTERS
- REGULATION
- BBC VALUES

RADIO AUDIENCES
- ENGAGEMENT
- TARGET, REACH, MAINTAIN
- REPRESENTATIONS

REVISION
- UNIT 1 – MEDIA MESSAGES
- UNIT 2- EVOLVING MEDIA
- UNIT 3 – NEA SUBMISSION

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