Module Title: Media Studies: Language and Representations	Module Title: Media Audiences and Media Industries	Module Title: Analysing and creating media.
Learning Intent for this module: To understand media language and media representation theories. To analyse media products using subject-specific terminology. To evaluate the validity of media theories. To understand media forms and relevant contexts.	Learning Intent for this module: To understand media industry and media audience theories. To analyse media products using subject-specific terminology. To evaluate the validity of media theories. To understand media forms and relevant contexts. To understand relevant case studies that have impacted the production and distribution of media.	Learning Intent for this Module: To understand and evaluate all areas of the media theoretical framework. To develop synoptic essay writing skills. To evaluate the influences of relevant contexts. To create own media products.
Key Content to be learned: **Transition Unit:** - Introduction to Media Studies - Assessment Objectives - How to 'read' media - Key Terminology and contexts - Introduction to media forms and their purposes. - Diagnostic analysis task **Media Language and Music Videos:** - Key 'media language' terminology. - Media language analysis skills. - Semiotics: Barthes semiotic analysis theory, and Saussure and Pierce's triadic model. - Media narrative theories: Todorov's narrative structure, Levi-Strauss' binary oppositions theory, and Propp's character types.	Key content to be learned: **Media Industry, Newspapers and Films:** - An introduction to media industries and key industry terminology and contexts. - Ownership effects, globalisation, privacy, and neo-liberalism. - Technological and digital convergence. - The power of media industries: Curran and Seaton's 'power without responsibility' theories. - Regulatory contexts, including bodies responsible for regulating media forms and case studies, e.g. Leveson Inquiry. - Regulation theories: Livingstone and Lunt's theories. - Media as a cultural industry: Hesmondhalgh's cultural industries theories. - The film industry, independent films, and processes of distribution, circulation, and marketing.	Key content to be learned: **Gaming Products:** - An introduction to the gaming industry and gaming media products. - Analysis and application of media language theories to Horizon Forbidden West: semiotics (Barthes, Saussure and Pierce), narrative (Todorov, Levi-Strauss, and Propp), genre (Neale and Schatz and Mattell), and postmodernism (Baudrillard). - Analysis and application of media representation theories to Horizon Forbidden West: stereotypes and ideologies (Medhurst, Perkins, Dyer, and Hall), feminism and gender (Van Zoonen, Mulvey, Butler, and bell hooks), ethnicity and Post-colonialism (Gilroy, Hall, Alvarado, and Said), and identity (Gauntlett). - Analysis and application of media audiences theories to Horizon Forbidden

- Media genre theories: Neale, Schatz and Mattell.
- Postmodernist theories: Baudrillard's hyperreality theory.
- Analysing 'Ghost Town' and applying media language theories.
- The social, cultural, political, historical, and economic context of 'Ghost Town'.
- Analysing 'Old Town Road' and applying media language theories.
- The social, cultural, political, and economic context of 'Old Town Road'.
- Analysing and applying media language theories to 'Score' and 'Sephora: Black Beauty is Beauty'.
- Analysing a range of unseen media products.
- Developing essay writing skills, including evaluation of academic theories.

Media Representations and Advertising
- Key 'media representation' terminology.
- Hegemony, stereotypes, countertypes, and archetypes, including Perkins, Dyer, Medhurst, and Hall's representation theory (stereotypes and power).
- Feminist representation theories: Mulvey's 'male gaze' theory, Van Zoonen's feminist theory, Butler's gender performativity and gender trouble theory, and bell hooks' intersectional feminist theory.
- Postcolonial and representation of ethnicity theories: Alvarado's racial stereotypes theory, Gilroy's postcolonial and diaspora theories, Said's 'Orientalism', otherness, cultural

- The newspaper industry, including processes of distribution and circulation.
- Analysing and applying media industry theories to 'The Guardian'.
- Analysing and applying media industry theories to 'Daily Mail'.
- Analysing and applying media industry theories to 'Blinded by the Light'.
- The social, cultural, political, and economic context of 'The Guardian'
- The social, cultural, political, and economic context of 'Daily Mail'.
- The social, cultural, and economic context of 'Blinded by the Light'.
- Analysing and applying media industry theories to 'War of the Worlds' and 'Newsbeat'.

Media Audiences and Radio
- Key 'media audience' terminology.
- Mass audiences, niche audiences, demographics and psychographic profiles.
- Media effects theories: Bandura's media modelling theory, Gerbner's cultivation theory, hypodermic needle theory, two step flow theory, and Cohen's moral panic theory.
- Reception theories: Hall's reception theory.
- Active audiences: Blumler and Katz's uses and gratifications theory, Jenkins' fandom theory, and Shirky's 'End of Audience' theory.
- Context and development of radio.
- Analysing 'War of the Worlds' and applying media audience theories.

West: media effects theories (Bandura, Gerbner, hypodermic needle theory, and Cohen), reception theory (Hall), and active audience theories (Jenkins, Shirky, and uses and gratifications).
- Analysis and application of media industries theories to Horizon Forbidden West: ownership effects (Curran and Seaton), regulation (Livingstone and Lunt), and cultural industries (Hesmondhalgh).
- The social and cultural contexts of Horizon Forbidden West.
- Analysis and application of media language theories to Sims Freeplay: semiotics (Barthes, Saussure and Pierce), narrative (Todorov, Levi-Strauss, and Propp), genre (Neale and Schatz and Mattell), and postmodernism (Baudrillard).
- Analysis and application of media representation theories to Sims Freeplay: stereotypes and ideologies (Medhurst, Perkins, Dyer, and Hall), feminism and gender (Van Zoonen, Mulvey, Butler, and bell hooks), ethnicity and Post-colonialism (Gilroy, Hall, Alvarado, and Said), and identity (Gauntlett).
- Analysis and application of media audiences theories to Sims Freeplay: media effects theories (Bandura, Gerbner, hypodermic needle theory, and Cohen), reception theory (Hall), and active audience theories (Jenkins, Shirky, and uses and gratifications).
- Analysis and application of media industries theories to Sims Freeplay: ownership effects (Curran and Seaton),

- imperialism, tokenism, and multiculturalism.
- Identity theories: Gauntlett's fluidity of identity theory.
- The social, cultural, and historical, context of 'Score'.
- Analysing 'Score' and applying media representation theories.
- The social and cultural context of 'Sephora: Black Beauty is Beauty'.
- Analysing 'Sephora: Black Beauty is Beauty' and applying media representation theories.
- Analysing and applying media representation theories to 'Ghost Town' and 'Old Town Road'.
- Analysing a range of unseen media produts.
- Developing essay-writing skills, including evaluation of academic theories.

- The social, cultural, political and historical contexts of 'War of the Worlds'.
- Analysing 'Newsbeat' and applying media audience theories.
- The social and cultural contexts of 'Newsbeat'.

- regulation (Livingstone and Lunt), and cultural industries (Hesmondhalgh).
- The social and cultural context of Sims Freeplay.

Television products
- An introduction to TV products and the TV industry.
- Analysis and application of media language theories to 'The Responder': semiotics (Barthes, Saussure and Pierce), narrative (Todorov, Levi-Strauss, and Propp), genre (Neale and Schatz and Mattell), and postmodernism (Baudrillard).
- Analysis and application of media representation theories to 'The Responder': stereotypes and ideologies (Medhurst, Perkins, Dyer, and Hall), feminism and gender (Van Zoonen, Mulvey, Butler, and bell hooks), ethnicity and Post-colonialism (Gilroy, Hall, Alvarado, and Said), and identity (Gauntlett).
- Analysis and application of media audiences theories to 'The Responder': media effects theories (Bandura, Gerbner, hypodermic needle theory, and Cohen), reception theory (Hall), and active audience theories (Jenkins, Shirky, and uses and gratifications).
- Analysis and application of media industries theories to 'The Responder': ownership effects (Curran and Seaton), regulation (Livingstone and Lunt), and cultural industries (Hesmondhalgh).
- The social, cultural, political, and economic context of 'The Responder'.

		• Analysis and application of media language theories to 'Lupin': semiotics (Barthes, Saussure and Pierce), narrative (Todorov, Levi-Strauss, and Propp), genre (Neale and Schatz and Mattell), and postmodernism (Baudrillard). • Analysis and application of media representation theories to 'Lupin': stereotypes and ideologies (Medhurst, Perkins, Dyer, and Hall), feminism and gender (Van Zoonen, Mulvey, Butler, and bell hooks), ethnicity and Post-colonialism (Gilroy, Hall, Alvarado, and Said), and identity (Gauntlett). • Analysis and application of media audiences theories to 'Lupin': media effects theories (Bandura, Gerbner, hypodermic needle theory, and Cohen), reception theory (Hall), and active audience theories (Jenkins, Shirky, and uses and gratifications). • Analysis and application of media industries theories to 'Lupin': ownership effects (Curran and Seaton), regulation (Livingstone and Lunt), and cultural industries (Hesmondhalgh). • The social, cultural, political, and economic context of 'Lupin'. **NEA:** • Introduction to NEA requirements, including assessment objectives and weightings. • Producing a statement of intent to justify creative decisions. • Explore and research a range of media products to inform creative decisions • Begin to produce creative content for a cross-media production.

Key tasks for this module:	Key tasks for this module:	Key tasks for this module:
KT1 A diagnostic unseen analysis essay. KT2 A comparative 12 mark response focusing on 'Score' and an unseen media product. KT3 A full essay on media language in 'Ghost Town' and 'Old Town Road'. KT4 A full essay on media representation in 'Score' and 'Sephora Black Beauty'. KT5 A full Paper One, Section A (key assessment).	KT1 An evaluative 9 mark response on radio products and the influence of contexts. KT2 A full essay on media industries and 'The Guardian' and 'Daily Mail' KT3 A full essay on media industries and 'Blinded by the Light' KT4 A full essay on media audiences and 'War of the Worlds' and 'Newsbeat'. KT5 A full Paper One, Section B (key assessment)	KT1 A gaming essay. KT2 A TV essay. KT3 Unseen analysis response (paper 2, question 1) KT4 A draft statement of intent (NEA) KT5 A full Paper One

Module Title: Online and print media	Module Title: The development of media over time.	Module Title: The impact of technology on the media.
Learning Intent for this module: To understand and evaluate all areas of the media theoretical framework. To develop synoptic essay writing skills. To evaluate the influences of relevant contexts. To create own media products.	Learning Intent for this module: To enhance knowledge and understanding of all areas of the media theoretical framework. To develop essay writing skills. To develop media analysis skills.	Learning Intent for this Module: To enhance knowledge and understanding of all areas of the media theoretical framework. To enhance synoptic essay writing skills. To enhance media analysis skills.
Key Content to be learned: **Online, Social, and Participatory Media** - An introduction to social media and websites. - Analysis and application of media language theories to 'The Voice': semiotics (Barthes, Saussure and Pierce), narrative (Todorov, Levi-Strauss, and Propp), genre (Neale and Schatz and Mattell), and postmodernism (Baudrillard). - Analysis and application of media representation theories to 'The Voice': stereotypes and ideologies (Medhurst, Perkins, Dyer, and Hall), feminism and gender (Van Zoonen, Mulvey, Butler, and bell hooks), ethnicity and Post-colonialism (Gilroy, Hall, Alvarado, and Said), and identity (Gauntlett). - Analysis and application of media audiences theories to 'The Voice': media effects theories (Bandura, Gerbner, hypodermic needle theory, and Cohen), reception theory (Hall), and active audience theories (Jenkins, Shirky, and uses and gratifications).	Key content to be learned: **Paper One:** - Revision of key terminology and concepts. Teacher One: - Revision of media language theories: semiotics (Barthes, Saussure and Pierce), narrative (Todorov, Levi-Strauss, and Propp), genre (Neale and Schatz and Mattell), postmodernism (Baudrillard) and additional wider reading. - Revision of media representations theories: stereotypes and ideologies (Medhurst, Perkins, Dyer, and Hall), feminism and gender (Van Zoonen, Mulvey, Butler, and bell hooks), ethnicity and Post-colonialism (Gilroy, Hall, Alvarado, and Said), identity (Gauntlett) and additional wider reading. - Revision of advertising codes and conventions, including how advertising has changed over time. - Revision of 'Sephora: Black Beauty is Beauty'.	Key Content to be learned: **Paper Two:** **Teacher One:** - Revision of all areas of the theoretical framework. - Revision of the TV industry, codes and conventions. - Revision of TV contexts and the development of TV in an increasingly digital world. - Revision of 'The Responder'. - Revision of 'Lupin'. - Revision of the magazine industry, codes and conventions. - Revision of magazine contexts and the development of magazines in an increasingly digital world. - Revision of 'GQ'. - Revision of 'The Gentlewoman'. - Develop synoptic essay writing skills. **Teacher Two:**

- Analysis and application of media industries theories to 'The Voice': ownership effects (Curran and Seaton), regulation (Livingstone and Lunt), and cultural industries (Hesmondhalgh).
- The social, cultural, political, and economic context of 'The Voice'.
- Analysis and application of media language theories to Zendaya's social media platforms: semiotics (Barthes, Saussure and Pierce), narrative (Todorov, Levi-Strauss, and Propp), genre (Neale and Schatz and Mattell), and postmodernism (Baudrillard).
- Analysis and application of media representation theories to Zendaya's social media platforms: stereotypes and ideologies (Medhurst, Perkins, Dyer, and Hall), feminism and gender (Van Zoonen, Mulvey, Butler, and bell hooks), ethnicity and Post-colonialism (Gilroy, Hall, Alvarado, and Said), and identity (Gauntlett).
- Analysis and application of media audiences theories to Zendaya's social media platforms: media effects theories (Bandura, Gerbner, hypodermic needle theory, and Cohen), reception theory (Hall), and active audience theories (Jenkins, Shirky, and uses and gratifications).
- Analysis and application of media industries theories to Zendaya's social media platforms: ownership effects (Curran and Seaton), regulation (Livingstone and Lunt), and cultural industries (Hesmondhalgh).

- Revision of 'Score'.
- Revision of music videos, including their development over time.
- Revision of 'Old Town Road'
- Revision of 'Ghost Town'.

Teacher Two:
- Revision of media audiences: media effects theories (Bandura, Gerbner, hypodermic needle theory, and Cohen), reception theory (Hall), active audience theories (Jenkins, Shirky, and uses and gratifications), and additional wider reading.
- Revision of media industries: ownership effects (Curran and Seaton), regulation (Livingstone and Lunt), cultural industries (Hesmondhalgh) and additional wider reading.
- Revision of radio and its development.
- Revision of 'War of the Worlds'.
- Revision of 'Newsbeat'.
- Revision of newspapers and their influence in society.
- Revision of 'The Guardian'
- Revision of 'Daily Mail'
- Revision of the film industry, including its history and relevance in society.
- Revision of 'Blinded by the Light'.

- Revision of all areas of the theoretical framework.
- Revision of the gaming industry, codes and conventions.
- Revision of gaming contexts and the development of gaming through developing technologies.
- Revision of 'Horizon Forbidden West'.
- Revision of 'Sims Freeplay'.
- Revision of the social media and online industry, codes and conventions.
- Revision of 'The Voice'.
- Revision of Zendaya's social media platforms.

- The social, cultural, political, and economic context of Zendaya's social media platforms.

Magazines:
- An introduction to magazines and the changing nature of print media.
- Analysis and application of media language theories to 'GQ': semiotics (Barthes, Saussure and Pierce), narrative (Todorov, Levi-Strauss, and Propp), genre (Neale and Schatz and Mattell), and postmodernism (Baudrillard).
- Analysis and application of media representation theories to 'GQ': stereotypes and ideologies (Medhurst, Perkins, Dyer, and Hall), feminism and gender (Van Zoonen, Mulvey, Butler, and bell hooks), ethnicity and Post-colonialism (Gilroy, Hall, Alvarado, and Said), and identity (Gauntlett).
- Analysis and application of media audiences theories to 'GQ': media effects theories (Bandura, Gerbner, hypodermic needle theory, and Cohen), reception theory (Hall), and active audience theories (Jenkins, Shirky, and uses and gratifications).
- Analysis and application of media industries theories to 'GQ': ownership effects (Curran and Seaton), regulation (Livingstone and Lunt), and cultural industries (Hesmondhalgh).
- The social, cultural, political, and economic context of 'GQ'.
- Analysis and application of media language theories to 'The Gentlewoman': semiotics (Barthes, Saussure and

Pierce), narrative (Todorov, Levi-Strauss, and Propp), genre (Neale and Schatz and Mattell), and postmodernism (Baudrillard).

- Analysis and application of media representation theories to 'The Gentlewoman': stereotypes and ideologies (Medhurst, Perkins, Dyer, and Hall), feminism and gender (Van Zoonen, Mulvey, Butler, and bell hooks), ethnicity and Post-colonialism (Gilroy, Hall, Alvarado, and Said), and identity (Gauntlett).
- Analysis and application of media audiences theories to 'The Gentlewoman': media effects theories (Bandura, Gerbner, hypodermic needle theory, and Cohen), reception theory (Hall), and active audience theories (Jenkins, Shirky, and uses and gratifications).
- Analysis and application of media industries theories to 'The Gentlewoman': ownership effects (Curran and Seaton), regulation (Livingstone and Lunt), and cultural industries (Hesmondhalgh).
- The social, cultural, political, and economic context of 'The Gentlewoman'.

NEA:

- Completing cross-media production, including producing original images, original written, audio and visual content, finalising design choices, and selecting and combining a range of relevant codes and conventions.
- Producing a finalised statement of intent.

Key tasks for this module:	Key tasks for this module:	Key tasks for this module:

KT1: An OSP essay question. KT2: A magazine essay question. KT3: A final statement of intent. KT4: A full cross-media production (NEA) KT5: A full paper two (mock).	KT1: Unseen analysis response. KT2: A 20 mark 'Section A' essay. KT3: A 9-mark 'Section B' response. KT4: A 20 mark 'Section B' response. KT5: A full paper one.	KT1: A full paper two. KT2: A TV essay. KT3: A magazines essay. KT4: A gaming essay. KT5: An OSP essay.