




St Richard Reynolds Catholic High School

<p>SUBJECT: Media Studies YEAR GROUP: 12</p> <p>TOPICS COVERED: Media Language, representation, audience and industry. Set product analysis (Eduqas exam board)</p>	
<p>PROGRAMME OF STUDY</p>	<p>METHOD OF ASSESSMENT</p>
<p>Media Language</p> <ul style="list-style-type: none">• Technical Codes - camera, editing, audio• Visual Codes - mise-en-scene, expression, gesture, costume, graphics• Language Codes - mode of address• Genre• Narrative• Theorists analysis and application - Neale, Todorov, Levi-Strauss, Barthes (semiotics)	<ul style="list-style-type: none">• Keyword test AO1• AO2 Extended Questions

<p>Representation</p> <ul style="list-style-type: none"> • Stereotypes • Construction and Mediation • Self-representation • Gender, Ethnicity, Issues and events • Theorists analysis and application - Hall, Gauntlett 	<ul style="list-style-type: none"> • Keyword test AO1 • AO2 Extended Questions
<p>Audience</p> <ul style="list-style-type: none"> • Audience Categories - demographic and psychographics • Audience targetting • Audience Positioning • Audience Responses • Theorists analysis and application - Bandura, Gerbner and Hall 	<ul style="list-style-type: none"> • Keyword test AO1 • AO2 Extended Questions
<p>Industry</p> <ul style="list-style-type: none"> • Historical, Social and Cultural Context • Economic and Political Contexts • Theorists analysis and application - Curran and Seaton 	<ul style="list-style-type: none"> • Keyword test AO1 • AO2 Extended Questions
<p>Set Product Analysis</p> <ul style="list-style-type: none"> • <i>Beyonce Formation</i> music video • <i>Assassins Creed 3</i> video games • <i>Straight Outta Compton</i> film • <i>Kiss of the Vampire</i> film poster • <i>I Daniel Blake</i> film • <i>Tide</i> print advertisement • <i>WaterAid</i> TV charity advertisement • <i>Vance Joy Riptide</i> music video 	<ul style="list-style-type: none"> • Keyword test AO1 • AO2 Extended Questions

- *Daily Mirror* newspaper
- *The Times* newspaper
- *Late Night Woman's Hour* radio

Creative Assignments (30% of A-level)

- Film Poster Analysis and creation
- Storyboard and photography work for a Music Video
- Set Briefs analysis and application

- AO3 Website creation with Film Poster and Music Video pre-production work

Key Skills:

Create, compare, develop, refine, retell, explain, analyse unseen and prepared moving and print products, describe, recognise, construct arguments, evaluate, interpret, make reasoned judgements, make links/connections