

# Media Studies Learning Journey

## A-LEVEL MEDIA STUDIES



- Knowledge & Understanding
- Analysis Skills & Judgements
- Subject specific language

**Revision Programme**  
After February half term  
Paper 1

**February Mock Paper 2**  
Apply theory, analyse and evaluate representations

**Revision Programme**  
After February half term  
Paper 1 mock

**Revision Programme**  
After February half term  
Paper 1 Advertising & Marketing

**Rationale**  
Year 11 is sequenced to build on the analytical skills and knowledge of specific terminology from C1 paper studied in Year 10

**Practice paper 1**  
Media Language  
Representation  
Industry  
Audience

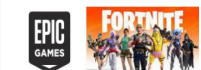
**YEAR 11**

**Section B**  
Radio Industry & Audience

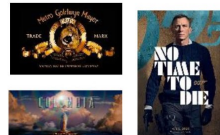
**Assessment 1**  
Section B  
Industry  
Audience

**Media Glossary. Retrieval Practice**

**Section B**  
Gaming Industry & Audience



**Section B**  
Film Industry



**What is Media Institutions?**

- Conglomerates
- Synergy
- Intertextuality
- Convergence

**Rationale**  
Year 10 is the beginning of the detailed study into set texts provided bi-annually by the exam board Eduqas. The first units are sequenced together by purpose of the product – to advertise and promote

welcome

**YEAR 10**

Comedy is the first paper 2 unit. Features longer, extended answer questions with the expectation that students **apply theory**.

**Section A TV C2 Comedy**  
Modern Family  
Friends  
What are the generic conventions of a sitcom?



**Technical Codes**  
Edits  
Mise-en-scene  
Lighting  
Sound



**Media Glossary. Retrieval Practice**

**Assessment 1**  
Context

**Music Video**  
Historical Text  
Duran Duran  
Context

**Music Videos**  
Online Media inc. websites and social media

How is gender represented in these music video?

**Section B**  
Music Video and Online Media  
Close study of set texts: Taylor Swift and Stormzy



**Retrieval Practice**  
Blumler and Katz

**Institution Focus**  
BBC  
What is their **remit**?  
How does Luther fit in to their remit?

**Historical Text**  
Comparison  
The Sweeney

**Media Glossary. Retrieval Practice**



**NEA**  
Research, Planning and Production 30% of GCSE



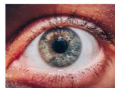
**Section A**  
Magazines  
Vogue  
GQ



**Section A**  
Newspapers  
The Guardian  
The Sun



**Media Glossary. Retrieval Practice**



**What is Media Language?**

- Codes conventions
- Narrative
- Binary opposites

**Analysing print texts**  
Genre, Codes and conventions

**What is Media Representation?**

- Stereotypes
- Feminism
- Identity

**Media Glossary. Retrieval Practice**

**What is Media Audience?**  
Audience Profiling  
Demographics  
Stereotypes



**Media Glossary. Retrieval Practice**

**Introduction of the Media Glossary. Retrieval Practice**



How does context influence representation?



**Section A**  
Film Marketing  
The Man with the Golden Gun  
No Time to Die

