



Media Language

An introduction to the subject with a focus on communication and analysis. Students learn the terminology required to deconstruct print and audio-visual media products.

Learners explore how texts are shaped by their wider contexts.

Narrative Structure

Students explore how texts are structured and they are introduced to the theories of Propp and Todorov.

Industry

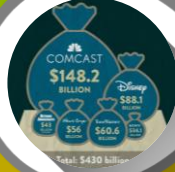
Students are introduced to industry terminology and explore the significance of ownership.

Target Audience

Students are introduced to the concept of audience and the way audiences are categorised and targeted.

All Concepts

Students consolidate and combine knowledge of the concepts and terminology learned so far, to show understanding of the music industry and its videos.



Genre

Students learn about how and why media texts are categorised and their defining features. They learn about the benefits of genre for producers and audiences.

Sitcom Case Studies

Students study two sitcom texts and apply their knowledge of narrative and genre theories.

One historical text is studied, to enable students to understand how and why genres develop over time.

Representation is also a focus here.

Film Industry Case Study

Students explore the impact of ownership on a particular film. They learn about the process from production to consumption.

Gaming Industry Case Study

Students explore how audiences are targeted in relation to a specific computer game.

They explore how audiences may respond and learn about Blumler and Katz's theory.

Music Videos

Students learn about the music industry; how star personas are constructed; how audiences are targeted and about the generic conventions of the music video form. They analyse the media language choices and their effects.



Online Media Platforms

Students develop their understanding of the music industry by exploring artists' online media. They develop their understanding of how artists' personas are constructed online. New terminology for online media analysis is introduced.



Deconstructing Print Media Texts

Students analyse the print texts set by Eduqas. They develop their knowledge, and skills by learning how to analytically compare these texts with unseen media texts with autonomy. They learn how to write developed essays for the subject.



Newspaper Industry

Terminology is consolidated and issues concerning the news industry are explored. The impact of ownership and evolving technology is also a focus.



Students broaden their understanding of the significance of wider contexts.



Developing Understanding of the Sitcom Genre

Students develop their prior understanding of this genre by exploring the significance of ownership and audience.

Radio

A radio product and linked website pages are studied to explore radio as an evolving media product. Students learn about the historical significance of a radio programme and how it has changed in response to industry and audience demands. They also explore how audiences can respond differently, with detailed references to Hall's Reception Theory.



Introduction to NEA

Students research texts, industry and audiences relevant to magazines. They conduct primary and secondary research to gain an insight into magazine products and their audiences. They research the generic conventions in detail and use this to inform their own planning.



Consolidating Knowledge

This to help students to prepare for their first full mock exam paper.



Newspaper Case Study

Students study a set newspaper text in depth, to show understanding of the evolving media product. Students develop their understanding of the industry by focusing on a complete edition and online content.



NEA

A focus on page design, editing and communication skills. Students focus on how to tailor their own products to fulfil the needs of the brief to meet the requirements of audience, purpose and wider contexts.



Consolidation

Students revisit texts to consolidate prior knowledge.



Students draw on their knowledge of the concepts and use this to enhance their own products and to demonstrate creativity.



Textual Analysis

Learners will analyse a variety of print and audio-visual products set by Eduqas,

The focus is on media language, representations, audiences, theoretical ideas and contexts. Learners will work from the product outwards to debate key critical questions related to the social, cultural, political and economic role of the media.

Gaming Industry

Learners should have knowledge and understanding of one game franchise, in terms of the video games industry and the audience issues it illustrates.

Radio: Industry & Audience

Learners will explore how texts can target specialised audiences. They will consider the categorisation, positioning and construction of audiences. They will also consider how responses to the media reflect identity and social, cultural and historical circumstances.

Online Media

Learners study two online media products, including one non-mainstream, produced for a minority group.

NEA

Learners develop media production skills in different forms. They apply their knowledge and understanding of the theoretical framework to media forms and products, by becoming creators of meaning themselves.

Learners initially learn the theoretical ideas and apply these to the texts, before learning how to evaluate the ideas in relation to the set texts. They engage in critical debate and develop a personal response, as the course progresses.

Film Industry

Knowledge is developed by the study of two contrasting films – both mainstream and independent films – to consider the wider implications.

Newspaper Industry

Learners will develop knowledge and understanding of audience and key aspects of the newspaper industry, including the significance of ownership, funding, regulation and the impact of digitally convergent platforms.

Modern TV Drama*

Learners will also extend their experience of the media through the study of products with which they may be less familiar, including one subtitled drama, originally broadcasted in Israel. Learners will consider the effect of different national contexts on representations in media products, the global reach of media industries, and the targeting of audiences on a national and global scale.

Magazines

Learners will explore contemporary and historical magazine products to consider how the products relate to their wider historical contexts.

Consolidation of knowledge

* After this point, learners will study media products holistically in relation to all areas of the theoretical framework.

