

Media Studies Curriculum Map

Y12 Autumn				
Media Representation				
Big Questions	Small Questions	Enabling Ideas	Assessment Opportunities and Criteria. Teacher Feedback point (TFP)	Homework
Year 12 What is media representation?	<ol style="list-style-type: none"> 1. How are events, issues, individuals (including self-representation) and social groups (including social identity) represented through processes of selection and combination? 2. How do the media through re-presentation construct versions of reality? 3. What processes have lead media producers to make choices about how to represent events, issues, individuals and social groups? 4. What are the effects of social and cultural context on representations? 5. How and why can stereotypes be used positively and negatively? 6. How and why are particular social groups, in a national and global context, possibly under represented or misrepresented? 7. How do media representations convey values, attitudes and beliefs about the world and how these may be systematically reinforced across a wide range of 	<p>5. Theories of representation:</p> <ul style="list-style-type: none"> • Positive and negative stereotypes • Countertypes • Misrepresentation • Selective representation • Dominant ideology • Constructed reality • Hegemony • Audience positioning <p>Theories of identity as summarised by Gauntlett:</p> <ul style="list-style-type: none"> • Fluidity of identity • Constructed identity • Negotiated identity • Collective identity <p>8. Hall's ideas and theories on representation:</p> <ul style="list-style-type: none"> • Encoding/decoding 	<p>Media One Section A Advertising and Marketing Music Videos</p> <p>Media Two Television Magazines Online, social and participatory media Video games</p>	

Media Studies Curriculum Map

	<p>media representations?</p> <p>8. How do audiences respond to and interpret media representations</p>			
Calendar				
<p>Year 13</p> <p>What is media representation?</p>	<ol style="list-style-type: none"> 1. How do representations make claims about realism? 2. What is the impact of industry contexts on the choices media producers make about how to represent events, issues, individuals and social groups? 3. What is the effect of historical context on representations? 4. How may representations invoke discourses and ideologies and position audiences? 5. How do audience responses to and interpretations of media representations reflect social, cultural and historical circumstances. 	<p>3. Feminist theories:</p> <ul style="list-style-type: none"> • Male gaze • Voyeurism • Patriarchy • Sexualisation/Raunch Culture • Post-feminism • Female gaze <p>4. Van Zoonen's ideas and theories on feminist theory:</p> <ul style="list-style-type: none"> • Gender and power • Gender as discourse <p>4. Hooks' ideas and theories on feminist theory:</p> <ul style="list-style-type: none"> • Intersectionality <p>4. Theories of gender performativity:</p> <ul style="list-style-type: none"> • Sex and gender. <p>3. Butler's ideas and theories on gender performativity:</p> <ul style="list-style-type: none"> • Gender as performativity ('a stylised repetition of acts') • Gender as historical situation rather than natural fact • Subversion. 	<p>Media One</p> <p>Section A</p> <p>Advertising and Marketing</p> <p>Music Videos</p> <p>Media Two</p> <p>Television</p> <p>Magazines</p> <p>Online, social and participatory media</p> <p>Video games</p>	

Media Studies Curriculum Map

		<p>4/5. Theories around ethnicity and postcolonial theory:</p> <ul style="list-style-type: none"> • Cultural imperialism • Multiculturalism • Imagined communities • Marginalisation • Orientalism • Otherness (alterity) <p>4/5 Gilroy's ideas and theories on ethnicity and post-colonial theory:</p> <ul style="list-style-type: none"> • Diaspora • Double Consciousness 		
--	--	--	--	--

Calendar Y12 Term 1				
Media Language				
Big Questions	Small Questions	Enabling Ideas	Assessment Opportunities and Criteria. Teacher Feedback point (TFP)	Homework
Year 12 What is media language? Print/Audio Visual/Digital Media	<ol style="list-style-type: none"> 1. How can the different modes and language associated with different media forms communicate multiple meanings? 2. How does the combination of elements of media language influence meaning? 3. How do developing technologies affect media language? 4. What are the codes and conventions of 	<ol style="list-style-type: none"> 1. Semiotics: <ul style="list-style-type: none"> • Sign • Signifier • Signified • Dominant signifier • Icon • Index • Code 		Glossary

Media Studies Curriculum Map

		<ul style="list-style-type: none">• Hybridity• Genres of order and integration• 'Genre as cultural category'.		<p>technical codes appear across the presentation of a news story featured in both a tabloid and a broadsheet. Write a summary of your observations</p> <p>Change for print and advertising Review your current learning on newspapers, magazines and advertising and produce a vocabulary list of all the key words associated with the codes and conventions of print</p>
--	--	---	--	--

Media Studies Curriculum Map

				media forms and products.
Calendar Y13 Term 1				
Year 13 What is media language?	<ol style="list-style-type: none"> 1. How are genre conventions socially and historically relative, dynamic and used in a hybrid way? 2. What is the significance of challenging and/or subverting genre conventions? 3. What is the significance of the varieties of ways in which intertextuality can be used in the media? 4. How does media language incorporates viewpoints and ideologies? 	<p>4. Lévi-Strauss' ideas and theories on structuralism:</p> <ul style="list-style-type: none"> • Binary oppositions • Mytheme • Cultural codes • Ideological reading • Deconstruction <p>2/3. Postmodernism:</p> <ul style="list-style-type: none"> • Pastiche • Bricolage • Intertextuality • Implosion <p>3. Baudrillard's ideas and theories on postmodernism:</p> <ul style="list-style-type: none"> • Simulacra • Simulation • Hyperreality 	<p>Media One Section A Advertising and Marketing Music Videos</p> <p>Media Two 9 marks post modernism</p>	Mind map on Strauss and Post-modernism

Calendar Y12 Term 1				
Media Industries				
Big Questions	Small Questions	Enabling Ideas	Assessment Opportunities	Homework

Media Studies Curriculum Map

			and Criteria. Teacher Feedback point (TFP)	
Year 12 What are media industries?	<ol style="list-style-type: none"> 1. What are the processes of production, distribution and circulation by organisations, groups and individuals in a global context? 2. What is the specialised and institutionalised nature of media production, distribution and circulation? 3. What impact do the relationship of recent technological change and media production, distribution and circulation? 4. What are the significance of patterns of ownership and control, including conglomerate ownership, vertical integration and diversification? 5. What is the significance of economic factors, including commercial and not-for-profit public funding, to media industries and their products? 6. How do media organisations maintain, including through marketing, varieties of audiences nationally and globally? 7. What is the regulatory framework of contemporary media in the UK? 8. What is the impact of 'new' digital technologies on media regulation, including the role of individual producers? 	Power and media industries as summarised by Curran and Seaton: <ul style="list-style-type: none"> • Regulation • Deregulation • Free market • Media concentration • Public Service Broadcasting (PSB) • Globalisation • Conglomerates • Neo-liberalism • Surveillance • Privacy • Security 	Media One Section B Radio, Newspapers and Film Media Two Television Magazines Online, social and participatory media Video games	Glossary Summary of Curran and Seaton - linked to examples
Calendar Y13 Term 1				
Year 13	1. How do processes of production,	Regulation as		Glossary

Media Studies Curriculum Map

<p>What are media industries?</p>	<p>distribution and circulation shape media products?</p> <ol style="list-style-type: none"> 2. What is the impact of digitally convergent media platforms on media production, distribution and circulation, including individual producers? 3. What is the role of regulation in global production, distribution and circulation? 4. the effect of individual producers on media industries. 	<p>summarised by Livingstone and Lunt:</p> <ul style="list-style-type: none"> • Public sphere • Governance • Regulation • Public interest/PSB • Media literacy • Power • Value • Transnational culture • Globalisation <p>Cultural industries as summarised by Hesmondhalgh:</p> <ul style="list-style-type: none"> • Commodification • Convergence • Diversity • Innovation • Conglomeration • Vertical integration • Cultural imperialism 		<p>Summary of Livingstone and Lunt - linked to examples</p> <p>Summary of Hesmondhalgh - linked to examples</p>
-----------------------------------	---	---	--	---

Calendar Y12 Term 1				
Media Audiences				
Big Questions	Small Questions	Enabling Ideas	Assessment Opportunities and Criteria. Teacher Feedback point (TFP)	Homework
Year 12	1. How are audiences grouped and	5. Media effects:	Media One	Fact sheet

Media Studies Curriculum Map

<p>What are media audiences?</p>	<p>categorised by media industries, including by age, gender and social class, as well as by lifestyle and taste?</p> <ol style="list-style-type: none"> 2. How do media producers target, attract, reach, address and potentially construct audiences? 3. How do media industries target audiences through the content and appeal of media products and through the ways in which they are marketed, distributed and circulated? 4. What is the interrelationship between media technologies and patterns of consumption and response? 5. How do audiences interpret the media, including how they may interpret the same media in different ways? 6. How do audiences interact with the media and can be actively involved in media production? 	<ul style="list-style-type: none"> • Uses and gratifications • Hypodermic needle theory • Moral panic • Cumulation • Media literacy <p>5. Bandura's ideas and theories on media effects:</p> <ul style="list-style-type: none"> • Social learning/imitation <p>5.Cultivation theory:</p> <ul style="list-style-type: none"> • Socialisation • Standardisation • Enculturation • Bardic function <p>5.Gerbner's ideas and theories on cultivation theory:</p> <ul style="list-style-type: none"> • Cultivation differential • Mainstreaming • Resonance • Mean World Index <p>5.Reception theory:</p> <ul style="list-style-type: none"> • Agenda setting • Framing • Myth making • Conditions of consumption <p>5.Hall's ideas and theories on reception theory:</p> <ul style="list-style-type: none"> • Encoding/decoding 	<p>Section B Radio and Newspapers</p> <p>Media Two Television Magazines Online, social and participatory media Video games</p>	<p>on all key theory</p> <p>Glossary cards for each theory</p>
----------------------------------	--	---	--	--

Media Studies Curriculum Map

		<ul style="list-style-type: none"> • Hegemonic/negotiated/ oppositional 		
Calendar Y13 Term 1				
<p>Year 13 What are media audiences?</p>	<ol style="list-style-type: none"> 1. How are specialised audiences reached, both on a national and global scale, through different media technologies and platforms? 2. How do media organisations reflect the different needs of mass and specialised audiences, including through targeting? 3. How do audiences use media in different ways, reflecting demographic factors as well as aspects of identity and cultural capital? 4. What is the role and significance of specialised audiences, including niche and fan, to the media? 5. In what ways do different audience interpretations reflect social, cultural and historical circumstances? 	<p>4. Fandom:</p> <ul style="list-style-type: none"> • Prosumer • Interactivity <p>4.Jenkins' ideas and theories on fandom:</p> <ul style="list-style-type: none"> • Participatory culture • Textual poaching <p>5.'End of audience' theories:</p> <ul style="list-style-type: none"> • Digital natives • 'We the media' • Web 2.0 • Convergence • Prosumer <p>5.Shirky's ideas and theories on 'End of audience':</p> <ul style="list-style-type: none"> • Mass amateurisation • Cognitive surplus 	<p>Media One Section B Radio and Newspapers</p> <p>Media Two Television Magazines Online, social and participatory media Video games</p>	<p>Mind map on fandom Including vocab list</p> <p>Table for and against the ideas of digital convergence</p>

Media Studies Curriculum Map