

GCSE Media Studies Curriculum Map

Media Language		
Big Questions	Small Questions	Enabling Ideas/Guidance Notes
What are the forms of media language?	What are the fundamental principles of semiotic Analysis? What are connotation and denotation?	<ul style="list-style-type: none"> • code • anchorage • sign • icon • symbol
What are the forms of media language?	What are the various forms of media language used to create and communicate meanings in media products?	Linear models of communication: <ul style="list-style-type: none"> • sender • message • receiver
What are the choices of media language?	How does choice (selection, combination and exclusion) of elements of media language influences meaning in media products to: <ul style="list-style-type: none"> • create narratives • portray aspects of reality • construct points of view • represent the world in ways • that convey messages and values 	The 'rules' of media language: how signs are selected, deselected and assembled to conform to codes and make meanings. The constructed nature of reality.
What are theories of narrative?	What are character types and Propps' Theory? What is narrative development? What is the appeal of narrative?	Narrative development: <ul style="list-style-type: none"> • exposition • disruption • complication • climax • resolution Audience appeal of narrative: <ul style="list-style-type: none"> • enigma • closure
What is the relationship between technology and media products?	How do developments in technology impact on content?	<ul style="list-style-type: none"> • forces that drive technological change • the impact of new technology on the form, content and meaning of media products: • image manipulation • high definition • computer-generated imagery (CGI)

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		<ul style="list-style-type: none"> • mobile communication technology • user-generated content.
What are codes and conventions?	<p>What are the codes and conventions of media Language?</p> <p>How do they develop and become established as 'styles' or genres (which are common across different media products)?</p> <p>How they may also vary over time?</p>	<p>Varieties of code:</p> <ul style="list-style-type: none"> • Technical • Verbal and non-verbal. • Symbolic • Design, layout, typography
What are codes and conventions?	<p>What are the theoretical perspectives on genre:</p> <ul style="list-style-type: none"> • principles of repetition and variation • the dynamic nature of genre • hybridity • intertextuality <p>Intertextuality, including how interrelationships between different media products can influence meaning.</p>	<p>The evolution and development of genres (including hybrid genres) in different media forms.</p> <p>Factors influencing the creation of genre products:</p> <ul style="list-style-type: none"> • financial • cultural • audience demand

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Media Representation		
Big Questions	Small Questions	Enabling Ideas/Guidance Notes
What is re-presentation?	<p>How do the media re-present (rather than simply present) the world, and construct versions of reality?</p> <ul style="list-style-type: none"> What are the theoretical perspectives on representation, including processes of: selection construction mediation <p>The processes of:</p> <ul style="list-style-type: none"> selection construction mediation 	<p>Realism: reasons why some representations seem more truthful or realistic than others.</p> <p>Critical exploration of views including:</p> <ul style="list-style-type: none"> the media is a window on the world the media is the message.
What are the theoretical perspectives of gender and feminism?	<p>What is the distinction between essentialist views (that males and females are different categories with essential features, behaviours and attributes that define them)?</p> <p>What are the social constructionalist views that the same features, behaviours and attributes are constructed by society (including the media) and not by nature?</p>	
What are the choices of media producers?	What choices do media producers make about how to represent particular events, social groups and ideas?	<p>Audience positioning.</p> <p>Selective representation, biased and prejudicial representation.</p>
What are the different representations of reality?	What are the different ways that aspects of reality may be represented differently depending on the purposes of the producers?	<p>Techniques of persuasive communication.</p> <p>Advertising, marketing, political bias, propaganda.</p>
What are the different functions and use of stereotypes?	<p>How stereotypes become established?</p> <p>How stereotypes may vary over time?</p> <p>Positive and negative stereotypes</p> <p>How stereotypes enable audiences to interpret media quickly?</p>	A range of different stereotypes should be discussed and exemplified in order that students understand the problems with and usefulness of stereotypes.
What is misrepresentation?	How and why particular social groups may be under represented or misrepresented?	<p>Bias and partiality in representation.</p> <p>Relationship between media representations and the dominant value system of society.</p>

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What are the range of viewpoints?	How representations (including self-representations) convey particular viewpoints, messages, values and beliefs, which may be reinforced across a wide range of media products?	Role of individuals as producers (as well as consumers) of media messages in which the self is represented. Contrast between dominant representations and contested representations of, for example, groups, issues and places.
What is the significance of social, cultural political contexts?	<p>The social, cultural and political significance of particular representations in terms of the themes or issues that they address.</p> <p>How representations reflect the social, historical and cultural contexts in which they were produced?</p>	<p>Agenda setting. News values.</p> <p>Relationship between representation and changing values and beliefs and culture specific values and beliefs.</p>
How do audiences interpret representations?	The factors affecting audience interpretations of representations including their own experiences and beliefs.	<p>Audience positioning Decoding - the influence of social variables such as age, class, gender, ethnicity on the interpretation of media representations.</p>

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Media Industries		
Big Questions	Small Questions	Enabling Ideas/Guidance Notes
What is the nature of media production?	The nature of media production including: What are large organisations? Who own the products they produce, and by individuals and groups?	Patterns of ownership: • mergers • demergers • takeovers • concentration.
What are the production processes?	What is the impact of production processes, personnel and technologies on the final product? What are the Similarities and differences between media products in terms of when and where they are produced? What are working practices in media industries?	
What are the effects of media ownership and control of media organisations?	What are the following: • conglomerate ownership • diversification • vertical integration • horizontal integration	
What is media convergence?	What is the impact of the increasingly convergent nature of media industries across different platforms and different national settings?	Cross media ownership. Convergence of content providers, network providers and platform providers.
What are funding models?	What is the importance of different funding Models? Why are there government funded, not-for-profit and commercial models?	Role of: • television licence • advertising, sponsorship, product placement, direct sales • independent and voluntary sector
What are the commercial industries?	How do the media operate as commercial industries on a global scale and reach both large and specialised audiences?	Globalisation. Cultural imperialism. International agreements (and disagreements) on regulation and freedom to trade media products.
What is media regulation and what is its function?	What is self regulation and government regulation? What disputes about freedom, censorship and control have there been? What is the nature of the regulatory bodies in UK? • the Office of Communications (Ofcom) • the Independent Press Standards Organisation (IPSO)	

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	<ul style="list-style-type: none"> • the Video Standards Council (VSC) • the British Board of Film Classification (BBFC) • the Advertising Standards Authority (ASA) • Pan European Game Information (PEGI). 	
What are the challenges for media regulation presented by 'new' digital technologies?	<p>What are the debates about:</p> <ul style="list-style-type: none"> • online, social networking abuse and bullying • online anonymity • rights and responsibilities of ISPs and social networks • public interest versus rights of the individual 	

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Media Audiences		
Big Questions	Small Questions	Enabling Ideas/Guidance Notes
What are the theoretical perspectives on audiences?	Theoretical perspectives on audiences including: <ul style="list-style-type: none"> • active and passive audiences • audience response • audience interpretation • Blumler and Katz's Uses and • Gratifications theory 	The role of audiences in the creation of meaning and the degree of effect of media messages upon audiences.
What are the range of audiences?	How and why media products are aimed at a range of audiences, from small, specialised audiences to large mass audiences?	Requirement for commercial media producers to create audiences which can be sold to advertisers
How are audiences targeted?	How do media organisations target audiences through marketing? What are the assumptions organisations make about their target audience(s)?	Role of genre conventions in the targeting of audiences. Techniques used in the marketing of media products: <ul style="list-style-type: none"> • guerilla and viral marketing • trailers, tasters and teasers
How do media organisations categorise audiences?	Segmentation and variables: <ul style="list-style-type: none"> • geographic • demographic • psychographic 	
What is the role of media technologies in reaching and identifying audiences, and in audience consumption and usage?	Use of online resources to collect audience data. Audience research institutions including the Broadcasters Audience Research Board (BARB), Radio Joint Audience Research Limited (RAJAR), Pamco, Nielsen. Research techniques: <ul style="list-style-type: none"> • quantitative/qualitative • primary/secondary 	
What are the ways in which audiences may interpret the same media products very differently and how these differences may reflect both	Reception theories. <ul style="list-style-type: none"> • Active audiences. • Preferred and aberrant readings. Active audiences. Influence of social variables on audience perception.	

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social and individual differences?		
What are media practices?	In what ways are people's media practices connected to their identity, including their sense of actual and desired self?	Identity and audience membership. Fans and fandom. Talking about the media
What is the significance of social, cultural and political contexts?	significance of media products: <ul style="list-style-type: none"> • the themes or issues they address • the fulfilment of needs and desires • the functions they serve in society and everyday life 	
How audiences may respond to and interpret media products, and why these responses and interpretations may change over time?	How changing cultural values with reference to, for example, gender roles, ethnic identities have influenced contemporary perceptions of historical products.	