

Media Studies

Year 10

- Component 1 Section A (Exploring Media Language & Representations): **Magazines**
- Component 1 Section A (Exploring Media Language & Representations): **Newspapers**
- Component 1 Section B (Exploring Media Industries & Audiences): **News Industry (cross-platform)**
- Component 2 Section A (Television): **Crime Drama**
- Component 1 Section A (Exploring Media Language & Representations): **Advertising & Marketing (Film Posters)**
- Component 1 Section B (Exploring Media Industries & Audiences): **Film (industries only)**
- Component 3 (Creating Media Products): **NEA**

Year 11

- Component 3 (Creating Media Products): **NEA**
- Component 2 Section B (Music: Music Videos & Online Media): **Music Videos**
- Component 2 Section B (Music: Music Videos & Online Media): **Online Media**
- Component 1 Section B (Exploring Media Industries & Audiences): **Video Games**
- Component 1 Section B (Exploring Media Industries & Audiences): **Radio**

Component 1 Section A – How do media products influence and communicate meanings through selection and combination of elements of media language? How do media products reflect (and how are they influenced by) the social, cultural, historical and political contexts in which they are produced? How do media products represent gender, ethnicity, age, issues and events?

Component 1 Section B – How do media industries operate in relation to ownership, funding, regulation, production, distribution and technology? How do these elements of media industries impact upon use of media language/construction of representations/'relationship' with audience? How do media industries categorize and target audiences? How/why do audiences consume and use media products?

Component 2 Section A: How do TV products use media language, construct representations and interact with audiences? How does the TV industry operate and how does that impact upon production, representations and audiences? How do relevant social, cultural, political and historical contexts of media influence media products?

Component 2 Section B: How is the music industry increasingly dependent on other areas of the media for the production, distribution and circulation of its products? How does the music industry use conventional online forms such as websites and social/participatory media?

Year 12

- Component 1 Section B (Understanding Media Industries & Audiences): **Film (industry only)**
- Component 1 Section A (Analysing Media Language & Representations): **Music Videos**
- Component 1 Section A (Analysing Media Language & Representations): **Advertising & Marketing**
- Component 1 Section A (Analysing Media Language & Representations): **Newspapers**
- Component 1 Section B (Understanding Media Industries & Audiences): **News Industry (cross-platform)**
- Component 1 Section B (Understanding Media Industries & Audiences): **Video Games**

- Component 1 Section B (Understanding Media Industries & Audiences): **Radio**
- Component 3 (Cross-Media Production): **NEA**

Year 13

- Component 3 (Cross-Media Production): **NEA**
- Component 2 Section A (TV in the Global Age): **Option 1 (*Life on Mars/The Bridge*)**
- Component 2 Section B (Magazines – Mainstream & Alternative Media): **Option 2 (*Woman's Realm/Huck*)**
- Component 2 Section C (Media in the Online Age): **Option 2 (*Zoella/Zoe Sugg/Attitude*)**

Component 1 Section A: How do elements of media language incorporate viewpoints and ideologies? What is the significance of genre? How do audiences respond to media language? Which factors influence representations of events, issues, individuals and social groups in the media? How do representations relate to relevant contexts?

Component 1 Section B: What is the significance of ownership and funding, and the role of regulation in global production and distribution? What is the impact of digitally convergent platforms? What is the effect of individual producers on media industries? How do media industries target mass and specialised audiences? How do media industries categorize and construct audiences? How do audiences' use of/responses to the media reflect identity and social, cultural and historical circumstances?

Component 2 Section A: What 'dynamics' shape contemporary television production, distribution and circulation? What is the role of public service broadcasting in a global marketplace? What is the significance of the economic and industry contexts in which the set products are produced? How is the television industry regulated? Which marketing strategies are used to promote the set products? How are television audiences defined, constructed and targeted on both a national and a global scale? What are the particular 'appeals' of the programmes for audiences?

Component 2 Section B: In what ways is the magazine industry in the UK a highly challenging media environment? Which contextual factors shape the production, distribution, circulation and consumption of magazine products? What is the significance of the historical, social, and cultural contexts on the representations they offer? How does media language incorporate viewpoints and ideologies?

Component 2 Section C: What role(s) do blogs and websites play in the media today? How/why do convergent media platforms overlap? What potential for 'self-representation' do online media products offer? In what ways has the relationship between media producers and audiences changed? What is the impact of digitally convergent media platforms on media production, distribution and circulation?