

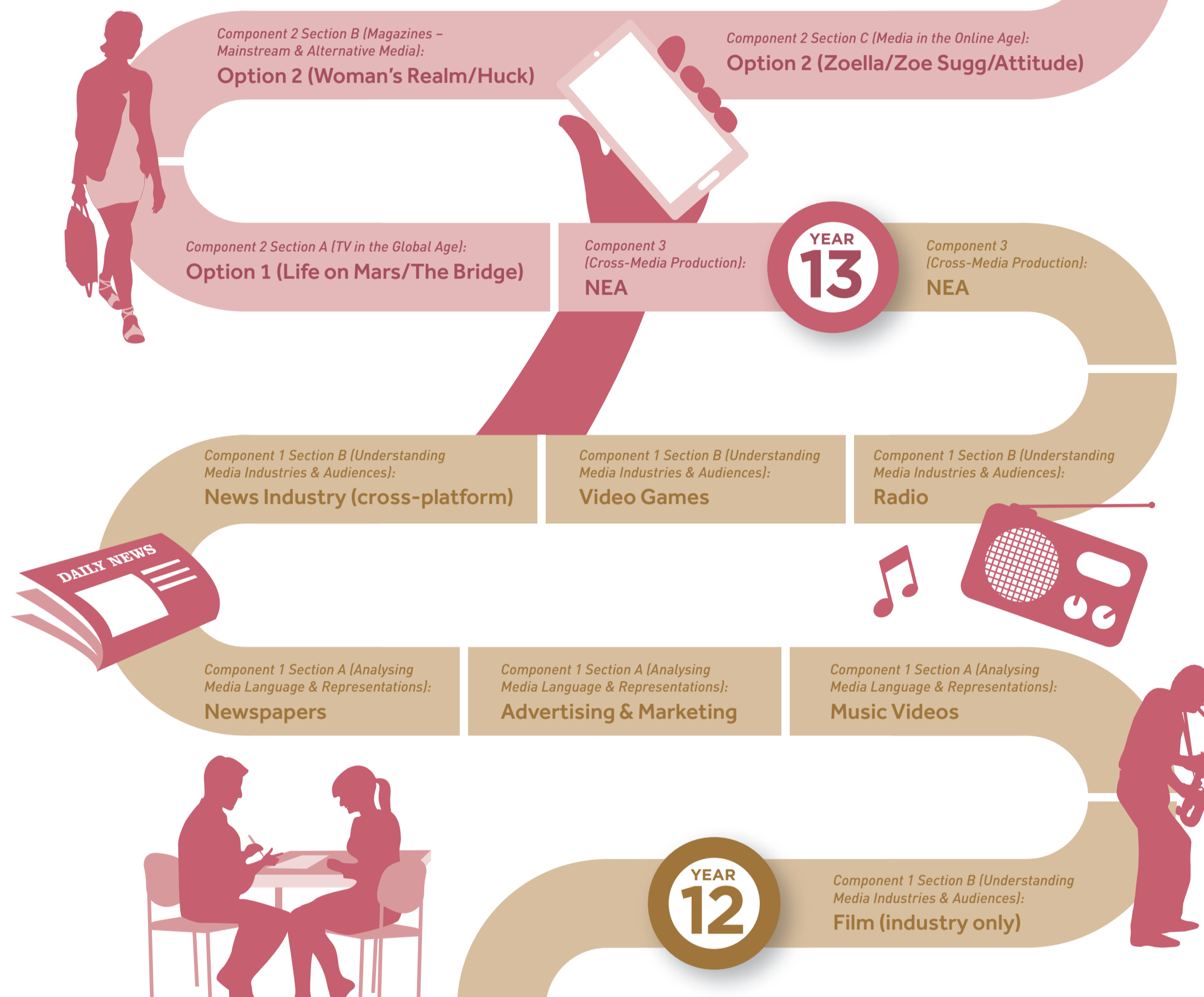
George Abbot School

MEDIA STUDIES CURRICULUM JOURNEY

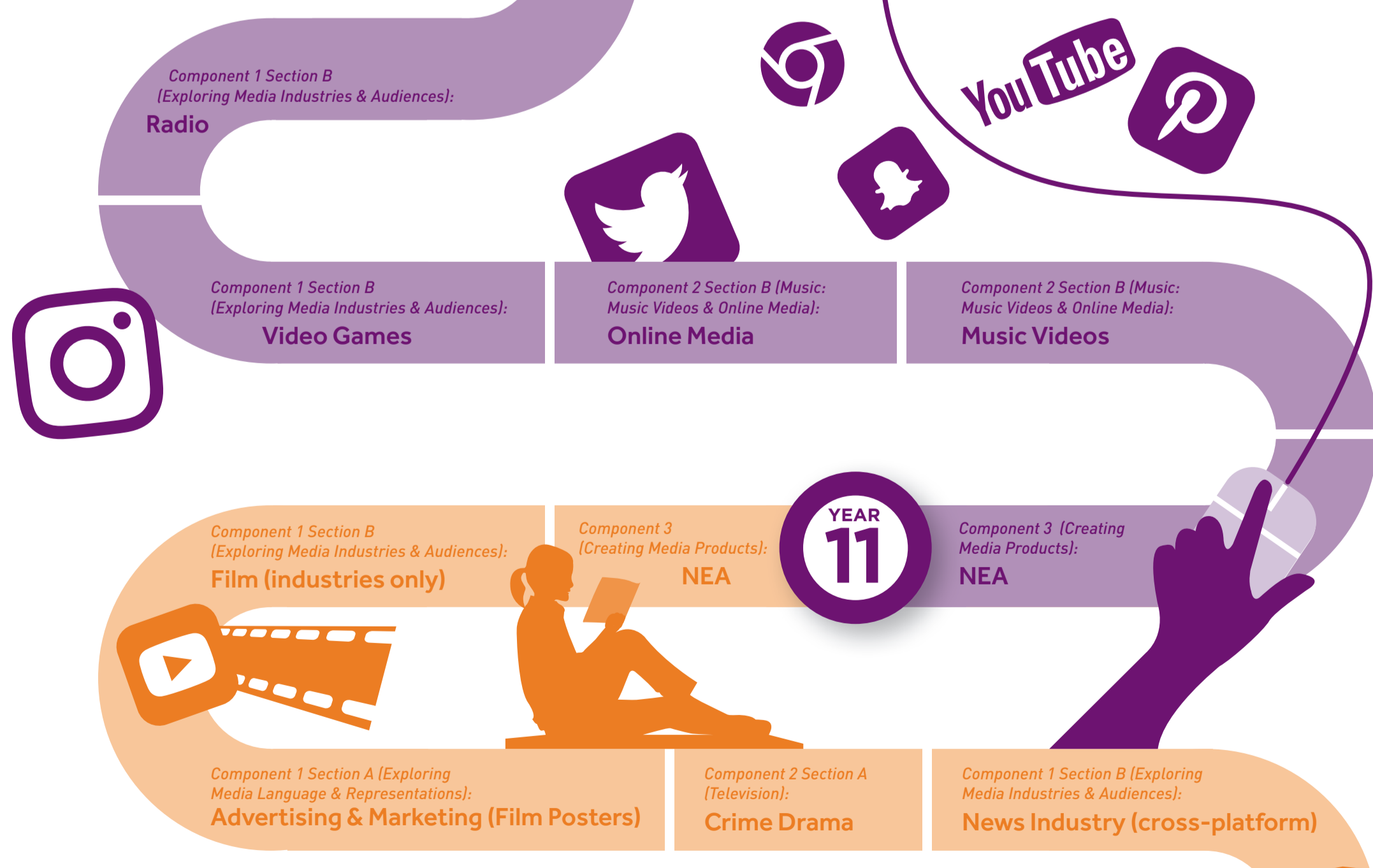
What can I do with Media Studies qualifications?

- Digital marketer
- Location manager
- Media buyer
- Media planner
- Media researcher
- Public relations officer
- Runner, broadcasting/film/video
- Social media manager
- Television/film/video producer
- Television production coordinator
- Web content manager
- Web designer

<p>Component 1 Section A</p> <ul style="list-style-type: none"> • 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? 	<p>Component 1 Section B</p> <ul style="list-style-type: none"> • 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? 	<p>Component 2 Section A</p> <ul style="list-style-type: none"> • 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? 	<p>Component 2 Section B</p> <ul style="list-style-type: none"> • 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? 	<p>Component 2 Section C</p> <ul style="list-style-type: none"> • 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?
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<p>Component 1 Section A</p> <ul style="list-style-type: none"> • 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? 	<p>Component 1 Section B</p> <ul style="list-style-type: none"> • 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? 	<p>Component 2 Section A</p> <ul style="list-style-type: none"> • 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? 	<p>Component 2 Section B</p> <ul style="list-style-type: none"> • 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?
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Your Media Studies journey starts here ...

