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| **What will we be learning?****Understanding Media Industries and Audiences****Set products:***Tide* print advertisement (1950s) *Super. Human.* Tokyo 2020 Paralympic Games audio-visual advertisement (2020) *Daily Mirror* *The Times**Black Panther* (2018) *I, Daniel Blake* (2016)*Have You Heard George’s Podcast?* *Assassin's Creed* franchise | **Why this? Why now?**This unit develops the foundations of the course, allowing you to engage with the second part of the theoretical framework. To ensure you have a thorough understanding of media contexts and the following media forms: advertising, marketing, film, newspapers, radio, video games.To develop skills of textual and critical analysis.To understand the construction of the exam questions.**This is a compulsory A level Media Studies component.** **Your studied set products will be an examined part of your A level (Component 1: Media Products, Industries and Audiences – Section B).** | **Key Words:****Audience:**CategorisationDemographicPsychographicAudience segmentationCultural capitalMode of addressMass audienceSpecialised / nicheEncoding; decodingPassive / activePreferred reading; Negotiated Reading; Oppositional readingFandomTextual poaching**Industries:**ConvergenceVertical / horizontal integrationDistributionDiversificationSynergyGlobalisationIndependentCommercialMedia conglomeratePublic service broadcasterRegulationCross-platform marketingFranchise |
| **What will we learn?**To understand how the media industries' processes of production, distribution and circulation affect media forms and platforms To understand how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.To demonstrate skills of enquiry, critical thinking and analysis To apply theoretical knowledge and specialist subject specific terminology to analyse media products and the contexts in which they are produced and consumed To make informed arguments, reach substantiated judgements and draw conclusions about media issues To engage in critical debate about academic theories used in Media Studies To develop an understanding of the dynamic and changing relationships between media forms, products, industries and audiences |
| **What opportunities are there for wider study?*** Eduqas Digital Resources (on Eduqas A Level Media Studies page)
* MediaMagazine Online (Username: HighcliffeSchool1 Password: Highcliffe1)
* Curriculum Press factsheets
* The Media Show, BBC Radio 4
* Media products: Advertising, marketing, film, newspapers, radio, video games
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| **How will I be assessed?*** Formal in-class assessments using exam style questions
* Internal mock examination (during internal exam period)
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