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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:**  Categorisation  Demographic  Psychographic  Audience segmentation  Cultural capital  Mode of address  Mass audience  Specialised / niche  Encoding; decoding  Passive / active  Preferred reading; Negotiated Reading; Oppositional reading  Fandom  Textual poaching  **Industries:**  Convergence  Vertical / horizontal integration  Distribution  Diversification  Synergy  Globalisation  Independent  Commercial  Media conglomerate  Public service broadcaster  Regulation  Cross-platform marketing  Franchise |
| **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 | |
| **How will I be assessed?**   * Formal in-class assessments using exam style questions * Internal mock examination (during internal exam period) | |