

Media Studies

Date (w/b)	Exams / Assessments	Unit(s)	
4/9/23		<ul style="list-style-type: none"> • Introduction to Media Studies: focus on what is media language – analyse a wide variety of ‘unseen’ products. • Basic theories introduction: uses & gratifications, narrative & character archetype theory. • Focus on BBFC regulation & intro. to the Male Gaze theory. <p>Comp. 1 James Bond <i>The Man With The Golden Gun</i> poster analysis (and clips from film) & <i>No Time To Die</i> poster analysis (and DVD sleeve analysis/clips from film) <i>James Bond website analysis and brief written assessment analysing the POSTERS</i></p>	
11/9/23			
18/9/23			
25/9/23			
2/10/23			
9/10/23			
16/10/23			
30/10/23		<ul style="list-style-type: none"> • Intro. audience segmentation, Consumer theory & psychographics –applied to ‘unseen’ ads inc. ‘historical’ advertising texts: • Advertising regulation & the ASA • Comp. 1 Quality Street, brand history & development over time: set text. • Comp. 1 This Girl Can set text: intro. to public health campaigns & general background of TGC inc. AV ads (esp. 2015) & set text. <p>Informal assessment: ‘Mock’ NEA print ad. brief – launch own product tbc over xmas.</p>	
6/11/23			
13/11/23			
20/11/23			
27/11/23			
4/12/23			
11/12/23			
1/1/24			Revision of key terminology, theory and analysis of comparable unseen texts.
8/1/24			Component 1 Section A practise exam questions to be sat in formal conditions assessing one of the set advertising texts compared with an ‘unseen’ advert.
15/1/24			<ul style="list-style-type: none"> • Introduction to Comp. 2 Music Videos: brief focus on industry & MTV 1980s context. • Focus on Duran Duran's 'Rio' (set hist. text) in depth textual analysis Informal assessment: storyboard ‘Rio’, applying relevant theory.
22/1/24			
29/1/24			
/2/24			
13/2/24			
27/2/24		<ul style="list-style-type: none"> • Modern music industry introduction, focus on Lizzo: representation, use of social media, website & vids. • Focus on Lizzo's music video ‘Good As Hell’, applying narrative, character & representation theory. Introduction to bell hooks’ feminist theory. • Introduction to Justin Bieber: representation on social media, website & videos. 	
6/3/24			
13/3/24			
20/3/24			
27/3/24			
17/4/24			
24/4/24		<ul style="list-style-type: none"> • Focus on Bieber’s 'Intentions' music video, focussing on binary oppositions, and conceptual music video conventions. • Magazine industry introduction: analyse a range of ‘unseen texts’ focussing on mainstream vs niche audience appeal. • Intro. to GQ magazine (Comp. 1 set text) online and print copies. Analysis of GQ magazine set text cover 	
1/5/24			
8/5/24			
15/5/24			
22/5/24			
5/6/24			
12/6/24		Revision of all 3 set text music artists & videos in prep. for end of year exam.	
19/6/24		End of Year exam will be a Component 2 Section B practise question (music industry) and will focus on a comparison of the representation of gender.	
26/6/24		<ul style="list-style-type: none"> • Intro. Vogue magazine (Comp. 1 set text) research history of the brand. • Analysis of Vogue magazine set text cover – ‘Malala’. • Intro. to the 2025 Comp. 3 NEA briefs: research and planning. General research relevant to briefs chosen and analysis of style models. 	
3/7/24			
10/7/24			
17/7/24			