

Year 13 Media Studies Curriculum

	AUT1	AUT2	SPR1	SPR2	SUM1	SUM2
Topic:	Component 3: Cross-Media Production & Comp 2 (see next columns for Comp 2 knowledge)		Component 2: Media Forms and Products in Depth		Revision of Comp 1	
Knowledge Covered:	<p>Analysis of the use of media language in similar media products to identify the codes and conventions of the particular genres and forms</p> <ul style="list-style-type: none"> • Research into how the industry context – the media organisation, production processes, distribution and marketing, scheduling/positioning, regulatory issues etc. <p>Analysis of similar products:</p> <ul style="list-style-type: none"> • Research into the methods used to target and address audiences, including analysis of the techniques used to appeal to, engage and position an intended audience. • Identify examples from similar products analysed. Research into audience responses to, and interaction with, media products. • Secondary research - academic theoretical research appropriate to A Level to develop understanding and support analysis. • Primary audience research such as focus groups research prior to completion of production work. <p>Production work:</p> <ul style="list-style-type: none"> • A pitch or treatment for the cross-media production, considering the convergence of the products in two forms and how they will be interrelated, but also distinct, to engage the intended audience in different ways. • A project plan including a timeline and the planned use of, for example, resources or equipment. • Planning documents appropriate to the form/product undertaken such as: a step outline; 		<p>Section A – Television in the Global Age</p> <p>Section B – Magazines: Mainstream and Alternative Media</p> <p>Section C – Media in the Online Age</p> <p>These areas of knowledge are taught across all texts/sections</p> <ul style="list-style-type: none"> • media language: how the media through their forms, codes, conventions and techniques communicate meanings • representation: how the media portray events, issues, individuals and social groups • media industries: how the media industries' processes of production, distribution and circulation affect media forms and platforms • audiences: how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves. 			

	<p>a shot list; a storyboard; a script; draft designs; mock-ups of composition and layout.</p> <p>Section A – Television in the Global Age</p> <p>Section B – Magazines: Mainstream and Alternative Media</p> <p>Both of these sections get started in the later part of the term.</p>		
<p>Online resources:</p>			