MEDIA STUDIES

GCSE

1. ADVERTISEMENTS & MARKETING
- Media language
- Representations
- Media context
- Stereotype

2. MAGAZINE FRONT COVERS
- Mainstream magazine production
- Technological convergence
- Niche publication
- Representation

3. NEWSPAPER FRONT PAGES
- Audiences
- Institutions
- Political bias
- Media ownership
- Mass communication

4. FILM MARKETING
- Media industry
- Global audiences
- Marketing and branding
- Film franchise

5. RADIO
- Audiences
- Institutions
- Media ownership (BBC as PSB)

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1. MUSIC VIDEOS
- Mainstream and niche
- Media language
- Context
- Representation

NON-EXAM ASSESSMENT: DESKTOP PUBLISHING
- Responding to a brief
- Photography
- Photoshop
- Digital publishing or video editing

8. MUSIC
- Media language
- Representation
- Music industry
- Cross-media platforms

7. TELEVISION
- Developing genre
- Technological developments
- Representational developments
- Broadcasting industry

6. VIDEO GAMES
- International media industry
- Development in technology
- Audience implications
- Cross media platforms

2. FILM INDUSTRY (INCLUDING MARKETING)
- Regulation
- Cultural industries
- Power and media
- Mainstream and independent filmmaking

3. ADVERTISING
- Media language
- Representation
- Media context
- Moving image technique

4. RADIO
- Media effects
- Technological convergence
- Podcasts
- Audience
- Cultivation theory
- Reception theory
- End of audience theories

5. NEWSPAPERS
- Media industry
- Regulation
- Media language
- Audience

6. VIDEO GAMES
- Video game franchise
- Audience profiling
- Regulation
- Technological convergence
- Fandom

NON-EXAM ASSESSMENT
- Responding to a brief
- Research and planning
- Cross-media production
- Media language to communicate meanings
- Meeting deadlines

9. MEDIA IN THE ONLINE AGE
- The changing media landscape
- Digital technologies
- Cultural industries
- Specialised audiences

8. MAGAZINES
- Mainstream and alternative media
- Contemporary niche magazines
- Genre conventions
- Values, attitudes and beliefs

7. TELEVISION IN THE GLOBAL AGE
- Technological convergence
- Postmodernisation
- Code and conventions
- Intertextuality
- Patterns of ownership