

Subject: MEDIA	Areas Covered	What students should understand/be able to demonstrate	Available resources to consolidate areas of weakness
Year 12	<p data-bbox="336 297 620 454">Paper 1 Media Messages: News, newspapers, online and social/participatory media.</p> <p data-bbox="336 1205 587 1294">Paper 2 Evolving Media: Video Games - Minecraft</p> <p data-bbox="336 1888 560 1944">Academic ideas and theories</p>	<p data-bbox="639 297 1206 1077"> <b>NEWS:</b>            How do elements of media language construct representations on newspaper front pages and convey meaning for audiences? Is political affiliation a factor in the representations we see?             How is online and social media news coverage evolving from traditional print medium? Consider media language, audience and representation.             How is the news industry regulated, who self-regulates and how effective is the IPSO?             Who reads the news? How can consumption habits be broken down in to demographic codes? How are consumption habits of audiences changing... and why?             What economic contexts are relevant to news production and consumption, is this changing?             What is 'end of audience'? How is citizen journalism, fake news and other forms of UGC reflective of this theory?         </p> <hr/> <p data-bbox="639 1111 1190 1753"> <b>VIDEO GAMES:</b>            How has technology impacted the games industry at the levels of production, distribution and consumption?             How and why is media ownership and vertical integration a successful business model in the games industry?             How was Minecraft produced, distributed and consumed before and after Mojang were purchased by Microsoft?             What are the arguments or criticisms of video games and their potential danger to passive audiences?             How does the production, distribution and consumption of video games reflect economic and social contexts in which they were made?         </p> <hr/> <p data-bbox="639 1854 1198 2011"> <b>THEORY:</b>            Butler: Gender Performativity.           <ul style="list-style-type: none"> <li>• How does society construct gender roles? What stereotyping does this lead to? and what is gender trouble?</li> </ul> </p>	<p data-bbox="1230 297 1461 353">Department Weebly website</p> <p data-bbox="1230 394 1493 450">PowerPoint and other resources set on TEAMS</p> <p data-bbox="1230 490 1544 624">Media Theory for A Level: The Essential Revision Guide by Mark Dixon – Amazon Books</p> <p data-bbox="1230 665 1517 799">My Revision Notes: OCR A Level Media Studies by Michael Rodgers – Amazon Books</p>

		<ul style="list-style-type: none"><li>• How is there gender bias/stereotyping in news coverage?</li></ul> <p>Shirky: End of Audience</p> <ul style="list-style-type: none"><li>• How are audiences re-addressing the power balance between consumer and producer? What is 'prosumer' culture?</li><li>• How has technology enabled audiences to become more active prosumers?</li></ul> <p>Hall: Representation</p> <ul style="list-style-type: none"><li>• How and why do the media construct stereotypes in order to convey meaning for audiences?</li><li>• How are marginalised groups stereotyped in the media?</li></ul> <p>Hesmondhalgh: Cultural Industries.</p> <ul style="list-style-type: none"><li>• How do institutions protect themselves against the high risk nature of the media industry?</li></ul> <p>Livingstone &amp; Lunt: Regulation.</p> <ul style="list-style-type: none"><li>• Why is regulation important, and how is technology and digital media making regulation more problematic?</li></ul>	
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