



Subject	Year	Term						
Media Studies	12	1						
Topic								
Media Language and Media Representations								
Content (Intent)								
Prior Learning (Topic) GCSE Media or Creative iMedia								
<p>Learners will explore media language and representation, through media products set by OCR in the following media forms:</p> <ul style="list-style-type: none"> • magazines • advertising and marketing and • music videos 								
<hr style="border-top: 1px dashed #000;"/>								
Future Learning (Topic) Media Industries and Media Audiences								
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)							
<p>Students will be taught to;</p> <p>Study magazines and print advertising in relation to media language and media representations, including a consideration of the social, cultural and political contexts that influence how media language is used to construct representations.</p>	<p>Assessment 1</p> <p>Two assessments will take place in this half term. One on each of the media forms that are studied. They will focus on how media language is used to construct certain representations and will be marked against the exam marking criteria.</p>							
<p>Study music videos in relation to media language and media representations, including a consideration of the social and cultural contexts that influence how media language is used to construct representation.</p>	<p>Assessment 2</p> <p>An assessment on the media language used in music videos will be followed by an overall assessment on language and representation covering all of the topics from this term.</p>							
How can parents help at home?								
<p>Encourage your son/daughter to read and think critically about a variety of magazines. Challenge examples of advertising and marketing that you come across with your son/daughter</p>								
Helpful further reading/discussion (including Reading and Vocabulary Lists)								
<p>Reading</p> <p>Convergence Culture: Where Old and New Media Collide – Henry Jenkins (2006)</p> <p>A Level Media Studies: The Essential Introduction – Pete Bennett, Sarah Casey Benyahia & Jerry Slater (2019)</p>	<p>Vocabulary Lists</p> <table style="width: 100%; border: none;"> <tr> <td style="width: 50%;">By-Line</td> <td style="width: 50%;">Connotations</td> </tr> <tr> <td>Conventions</td> <td>Masthead</td> </tr> <tr> <td>Brand</td> <td>Mediation</td> </tr> </table>		By-Line	Connotations	Conventions	Masthead	Brand	Mediation
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