

AQA GCSE Media Studies

MEDIA LANGUAGE

how the media communicate meanings through their forms, codes, conventions and techniques

	R	A	G
I understand what a semiotic analysis is			
I can explain what denotation and connotation is			
I understand and can identify the following elements within a media text:			
• Code			
• Anchorage			
• Sign			
• Icon			
• Symbol			
I understand the different forms of media language and how these are used to create and communicate meanings			
I understand linear models of communication including:			
• The sender			
• The message			
• The receiver			
I understand how the selection, combination and exclusion of elements of media language influences meaning in a media text			
I understand how the media language is used to portray aspects of reality			
I understand how the media language is used to construct opinions and ideologies			
I understand how the media language is used to create representations that convey messages and values			
I understand how media language is used to create codes and conventions within media texts that communicate meanings			
I understand how genre conventions develop over time using various forms of media language			
I understand the different ways reality is constructed within media texts			
I understand narrative theories including Propp's character roles and Todorov's narrative structure			
I understand narrative development including:			
• Exposition			
• Disruption			
• Complication			
• Climax			
• Resolution			
I understand the appeal of narrative to audiences including enigma and closure			
I understand the link between technology and media products and how developments in technologies impact on content			
I can discuss media language and technology including the following elements:			
• Image manipulation			
• User-generated content			
• High definition			
• Computer-generated imagery (CGI)			
• Mobile communication technology			
I understand the different codes used by media producers including:			
• Technical codes			
• Verbal codes			
• Non-verbal codes			
• Symbolic codes			
• Design, layout, typography			
I understand different aspects of genre including:			
• Principles of repetition and variation			

• The dynamic nature of genre			
• Hybridity			
• Intertextuality			
I understand how and why genres have evolved over time			
I understand the different factors that affect how genres develop including:			
• Financial			
• Cultural			
• Audience demand			

REPRESENTATION

how the media portray events, issues, individuals and social groups

	R	A	G
I understand the difference between presenting the world to an audience and re-presenting the world			
I understand how representation within media studies explores constructions of reality			
I understand representation and theories around this focus on the selection and construction of materials			
I understand media producers create mediated views of reality within their products			
I understand codes of realism and why some media products appear to be more truthful than others			
I understand and can discuss critical views of representation including:			
• The media is a window on the world			
• The media is the message.			
I understand and can discuss some feminist discussions around the representation of gender in the media			
I understand the representation of gender in the media can shape people's views and opinions			
I understand essentialist views around gender			
I understand social constructionist views around gender			
I understand media producers make choices around how to represent individuals, groups, events and ideas			
I understand audiences are positioned to read media texts in a certain way			
I understand representations can be biased and include prejudicial representation			
I understand representations can be influenced by the purposes of the producers			
I understand the different uses of a range of stereotypes including positive and negative stereotypes			
I understand how stereotypes become established and how they may change over time			
I understand stereotypes enable audiences to interpret media quickly			
I understand how and why different social groups may be misrepresented or under represented			
I understand how representations can shape hegemony			
I understand how representations convey viewpoints, messages, values and beliefs, which can be reinforced through repetition			
I understand news values and agenda setting and how these can shape people's views and opinions			
I understand how representations reflect the social, historical and cultural contexts in which they are produced			
I understand the relationship between representations within the media and changing values and beliefs within society			
I understand there are various social factors affecting audience's decoding and interpreting of representations			
I understand how representation is used within persuasive communications such as:			
• Advertising and marketing			
• Political bias and propaganda			

MEDIA INDUSTRIES

how the media industries' processes of production, distribution and circulation affect media forms and platforms

	R	A	G
I understand media productions can be produced by large organisations, by groups and by individuals			
I understand the following terms relating to media ownership:			
• Mergers			
• Demergers			
• Takeovers			
• Concentration.			
I understand that the production process plays a role in shaping media products			
I understand the role of digital technologies, and the accessibility to them, in the shaping of media products			
I understand how where and when products are produced plays a role in the final outcome			
I understand the differences between different media industries and the way they work			
I understand and can discuss the following features of media ownership:			
• Conglomerate ownership			
• Diversification			
• Vertical integration			
• Horizontal integration.			
I understand how media industries operate in convergence with one another			
I understand what cross-media ownership means			
I understand the different funding models within media industries including:			
• Commercial models			
• Not-for-profit			
• Government funded.			
I understand and can discuss the role of the following:			
• Television licence			
• Advertising, sponsorship, product placement, direct sales			
• Independent and voluntary sector.			
I understand how media industries operate commercially on a global scale to reach both large and specialist audiences			
I understand the term globalisation and the impact this has had on the media industry			
I understand the concept of cultural imperialism			
I understand why media regulation exists and the different forms of this around the world			
I understand the difference between self regulation and government regulation			
I understand debates around freedom with the media and censorship and control			
I understand the role of these regulatory bodies in the UK:			
• The Office of Communications (OFCOM)			
• The Independent Press Standards Organisation (IPSO)			
• The Video Standards Council (VSC)			
• The British Board of Film Classification (BBFC)			
• The Advertising Standards Authority (ASA)			
• Pan European Game Information (PEGI).			
I understand how digital technologies have introduced new challenges for media regulation including debates around:			
• Online, social networking abuse and bullying			
• Online anonymity			
• Rights and responsibilities of ISPs and social networks			
• Public interest versus rights of the individual.			

AUDIENCE

how media forms target, reach and address audiences, how audiences interpret and respond to them and how members of audiences become producers themselves

	R	A	G
I understand there are a range of different theories relating to audiences			
I understand what the definition of 'active audience' is and can discuss this			
I understand what the definition of 'passive audience' is and can discuss this			
I understand audiences can respond to texts in a variety of different ways			
I understand audiences can interpret a text in many different ways			
I understand and can discuss Blumler and Katz's Uses and Gratifications theory			
I understand that media texts can have a variety of effects on an audience			
I understand audiences can play an active role in the creation of meaning within a media text			
I understand media productions are aimed at a range of audiences, ranging from large mass audiences to small, specialised, niche audiences			
I understand commercial media producers need to appeal to audiences that advertisers want to reach			
I understand the different ways media producers target audiences through marketing			
I understand media producers research and understand their target audience in detail			
I understand genre conventions are important in targeting an audience			
I understand and can discuss the different techniques used by producers when marketing their products to an audience, including:			
• Guerrilla and viral marketing			
• Trailers, tasters and teasers.			
I understand the different ways media producers categorise audiences including:			
• Demographic profiles			
• Psychographic profiles			
• Geographic profiles.			
I understand the role media technologies play in reaching and identifying audiences			
I understand the role media technologies play in audience consumption and usage			
I understand the different way producers collect data on their audiences, including online resources			
I know the various audience research institutions including:			
• Broadcasters Audience Research Board (BARB)			
• Radio Joint Audience Research Limited (RAJAR)			
• Pamco			
• Nielsen.			
I understand different research techniques used to collect data on audiences including:			
• Quantitative data			
• Qualitative			
• Primary			
• Secondary.			
I understand Reception theories and the different ways audiences can interpret the same media product including:			
• Preferred readings			
• Negotiated readings			
• Oppositional readings			
• Aberrant readings.			
I understand the influence of social factors on an audience's readings of media texts			
I understand how audience responses to media texts may change over time, including readings of gender and ethnicities			
I understand how changing cultural values within society have the potential to influence how audiences perceive historical products			
I understand how an audience's use of media products are connect to their identity, including their sense of actual an desired self			
I understand the impact of fans and fandom on audience identities			

Media Studies: AQA Assignment 2

Analytical Task (1000-1,200 words)

Detailed knowledge of key conventions of chosen media type.	R	A	G
Confident discussion of professional examples of chosen media type.			
Good knowledge of media terminology appropriate to chosen media type.			
Consideration of the representation of people, places, groups or events.			
Understanding of wider impact of media representation issues.			
Knowledge of typical institutions in chosen media type.			
Understanding of institutional issues in chosen media type.			
Confident in use of written English: spelling, punctuation and grammar.			

Research, Planning and Presentation Task

Carry out detailed existing product research.	R	A	G
Identify key conventions of chosen media.			
Knowledge of the strengths and weaknesses of different media platforms.			
Confident with technical presentation skills e.g. storyboarding.			
Create production material appropriate to the chosen brief.			
Understand concept of synergy across media platforms.			
Create texts across two platforms that clearly complement each other.			
Show flair and creativity in production choices.			

Close Study Project - Zoella

		R	A	G
Historical, Social, Cultural and Political Context	I understand how Zoella has become an important cultural and commercial influence.			
	I can link the growing exploitation of technological developments with a new generation of on-line celebrities.			
	I can compare the representation and control of her as a woman to that of Kim Kardashian and Lara Croft.			
	I can discuss the link between celebrities and their fans in participatory media.			
Media Language	I understand the conventions of the online, social and participatory form that Zoella uses.			
	I can describe the technical codes used in vlogging.			
	I can describe the verbal codes used in Zoella's vlog and Twitter to relate to her audience.			
	I can deconstruct the semiotics used in images on Zoella's Facebook, Instagram and her vlog.			
	I can explain the narrative used in her YouTube vlogs.			
Media Representations	I can explain how Zoella, her products and settings are represented.			
	I can explain how her presence can trivialise gender identity.			
	I can discuss how Zoella's representation of her interests and beliefs are received with both positive and negative criticism.			
Media Audiences	I can describe the demographics and psychographics of Zoella's targeted audience and her popularity with them as well as oppositional readings to this.			
	I can describe the opportunities for audience participation across Zoella's online products and their pleasures, uses and gratifications.			
Media Industries	I can discuss how Zoella is a commercial brand and how she has used self-promotion.			
	I can explain how she has generated a substantial income through her online, social and participatory forms.			
	I can discuss who she has made collaborations with and its advantages in promotion.			
	I can discuss the implications for traditional forms of media in the success of online vloggers such as Zoella.			