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| **What will we be learning?**  **Magazines – Mainstream and Alternative Media**  You will complete an in-depth study of two magazines.  **Set products:**  *Vogue* (July 1965)  *The Big Issue* (Oct 17-23 2016, No.1227) | **Why this? Why now?**  This unit builds on the theoretical framework and analysis of set products from Component 1 to a more in-depth study of two magazines.  Your understanding and application of media theories will be developed to include evaluation of these theories in relation to the studied products.  **This is a compulsory A level Media Studies component.**  **Your studied set products will be an examined part of your A level (Component 2: Media Forms and Products in Depth – Section A).** | **Key Words:**  Genre conventions  Ideologies  Stereotypes  Realism  Production; distribution; circulation  Specialised  Economic factors  Regulatory framework  Digitally convergent  Cultural capital  **Key Theories:**  Semiotics (incl. Barthes)  Structuralism (incl. Levi-Strauss)  Theories of identity (incl. Gauntlett)  Feminist Theories (including bell hooks and Van Zoonen)  Power and media industries (incl. Curran and Seaton)  Regulation (incl. Livingstone and Lunt)  Cultivation theory (incl. Gerbner)  Reception Theory (incl. Hall) |
| **What will we learn?**  To develop an understanding of the contextual factors that shape magazines’ production, distribution, circulation and consumption  To consider the historical, social, and cultural significance of representations  To explore how media language incorporates viewpoints and ideologies  To analyse critically and compare how media products, including products outside the commercial mainstream, construct and communicate meanings through the interaction of media language and audience response  To use and reflect critically upon a range of complex theories of Media Studies  To use specialist subject-specific terminology appropriately in a developed way  To debate critically key questions relating to the social, cultural, political and economic role of the media through sustained discursive writing  To construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured in an extended response | |
| **What opportunities are there for wider study?**   * Eduqas Digital Resources (on Eduqas A Level Media Studies page) * MediaMagazine Online (Username: HighcliffeSchool1 Password: Highcliffe1) * Curriculum Press factsheets * The Media Show, BBC Radio 4 * Media products: Magazines | |
| **How will I be assessed?**   * Formal in-class assessments using exam style essay questions | |