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| **What will we be learning?**  **Media in the Online Age**  You will complete an in-depth study of two contrasting online products.  **Set products:**  *Zoe Sugg*  *Attitude* | **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 online products.  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 C).** | **Key Words:**  Codes and conventions  Ideologies  Self-representation  Stereotype  Realism  Production; distribution; circulation  Economic factors  Regulation  Digitally convergent  Mass and specialised audiences  **Key Theories:**  Semiotics (incl. Barthes)  Structuralism (incl. Levi-Strauss)  Postmodernism (incl. Baudrillard)  Theories of representation (including Hall)  Theories of identity (incl. Gauntlett)  Theories of gender performativity (including Butler)  Theories around ethnicity and postcolonial theory (incl. Gilroy)  Regulation (incl. Livingstone and Lunt)  Cultural industries (incl. Hesmondhalgh)  Cultivation theory (incl. Gerbner)  Fandom (incl. Jenkins)  End of audience theories (incl. Shirky) |
| **What will we learn?**  To explore the way in which the convergent media platforms increasingly overlap and investigate the potential that they offer for self-representation  To consider the changing relationship between media producers and audiences  To explore the impact of digitally convergent media platforms on media production, distribution and circulation  To consider the way in which digital platforms can be used to reach specialised audiences  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: Online media products | |
| **How will I be assessed?**   * Formal in-class assessments using exam style essay questions | |