

Y13



Revision Olympics



Media Studies

Revision Guide
December 2024–May 2025

Exam Specification and General Support

Exam specification and exam board

[OCR A Level Media Studies H409](#)

Past paper questions

<https://tinyurl.com/4d6abp6v>

Useful revision websites

<http://www.mediaattic.co/>

<https://www.alevelmedia.co.uk/>

https://www.mediaknowall.com/as_alevel/alevel.php

Exam info

PAPER 1: H409/01 Media messages

Monday 19 May (PM) – 2hr

PAPER 2: H409/02 Evolving media

Thursday 5 June (PM) – 2hr



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Week	Activity 1	Activity 2	Activity 3
1 2.12.24	<p>Media Messages</p> <p>Music Videos- Guetta and Sande</p> <p>Emile Sande's Heaven</p> <p>Produce mindmaps/notes/flashcards on the following:</p> <ul style="list-style-type: none"> • Background of artist • Narrative of video • Use of film language in video • Religious imagery, urban life • Representation of artist, society, social groups <p>https://www.youtube.com/watch?v=nXT4VwV9SPw</p>	<p>Evolving Media</p> <p>Animal Crossing New Horizons Overview and Industry Context</p> <p>Task 1: Create a mind map on Animal Crossing: New Horizons (ACNH), covering:</p> <ul style="list-style-type: none"> • Release date and platform (Nintendo Switch). • The role of Nintendo in the video game industry. • Key features of ACNH. <p>Task 2: Write notes on the global gaming market and ACNH's success. Include sales figures, critical reception, and its appeal during the pandemic.</p> <p>Task 3: Develop flashcards for key terms, such as intellectual property, franchise, and audience segmentation.</p>	<p>Media Theory</p> <p>Produce mindmaps/notes/flashcards on the theorists below by watching the relevant Miss Fisher Youtube video, reading and making notes on the relevant LFTD drama theory page and consider their usefulness for assessing news and online news.</p> <p>Media Language Academic Ideas: Barthes and Todorov</p>
2 9.12.24	<p>Media Messages</p> <p>Music Videos- Guetta and Sande</p> <p>Guetta's Titanium</p> <p>Produce mindmaps/notes/flashcards on the following:</p> <ul style="list-style-type: none"> • Background of artist • Narrative of video • Use of film language in video • Depiction of suburban life, intertextuality to Spielberg etc Representation of artist, society, social groups <p>https://www.youtube.com/watch?v=W8aDsaZOVYc</p>	<p>Evolving Media</p> <p>ACNH- Representation and Audience Appeal</p> <p>Task 1: Create a mind map detailing how ACNH represents gender, race, and culture inclusively. Focus on customizability, community-building, and player choice.</p> <p>Task 2: Write notes on why ACNH became popular with diverse audiences, particularly during the COVID-19 lockdowns. Highlight its themes of escapism and social connectivity.</p> <p>Task 3: Make flashcards summarizing audience theories, such as Uses and Gratifications and how they apply to ACNH.</p>	<p>Media Theory</p> <p>Produce mindmaps/notes/flashcards on the theorists below by watching the relevant Miss Fisher Youtube video, reading and making notes on the relevant LFTD drama theory page and consider their usefulness for assessing news and online news.</p> <p>Media Language Academic Ideas: Neale, Levi-Strauss</p>



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Week	Activity 1	Activity 2	Activity 3
<p style="text-align: center;">3 16.12.24</p>	<p>Media Messages</p> <p>Music Videos-Representation</p> <p>Task 1: Create mind maps comparing how representation is constructed:</p> <ul style="list-style-type: none"> • Titanium: Representation of youth and vulnerability. • Heaven: Representation of morality, faith, and urban life. <p>Task 2: Write notes linking the representations to wider social and cultural contexts:</p> <ul style="list-style-type: none"> • Titanium: Perception of young people in media post-2010s. • Heaven: Reflection of societal struggles and hope. <p>Task 3: Prepare flashcards summarizing representation theories (e.g., Stuart Hall, hooks).</p> <ul style="list-style-type: none"> • Extra: Explore the use of stereotypes or challenges to them in both videos. 	<p>Evolving Media</p> <p>ACNH</p> <p>Marketing and Cross-Platform Synergy</p> <p>Task 1: Create a mind map of ACNH's marketing strategies, including:</p> <ul style="list-style-type: none"> • Trailers and teasers. • Social media campaigns. • Collaborations with brands (e.g., fashion, furniture). <p>Task 2: Write notes on how ACNH leverages cross-platform interest, including memes, YouTube streams, and social media fan engagement.</p> <p>Task 3: Prepare flashcards on key marketing terms (e.g., viral marketing, convergence, brand partnerships).</p>	<p>Media Theory</p> <p>Produce mindmaps/notes/flashcards on the theorists below by watching the relevant Miss Fisher Youtube video, reading and making notes on the relevant LFTD drama theory page and consider their usefulness for assessing news and online news.</p> <p>Media Language Academic Ideas: Neale, Levi-Strauss</p>

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XMAS BREAK	<p>Media Messages</p> <p>Music Video-Synthesis and Exam Practice</p> <p>Task 1: Use mind maps to summarize key comparisons between the videos (e.g., themes, representations, audience appeal).</p> <p>Task 2: Write notes synthesizing all sections (media language, representation, audience, industry). Focus on using examples from both case studies in tandem.</p> <p>Task 3: Test yourself with flashcards on theory, context, and examples.</p> <p>Extra: Attempt a timed exam-style question or essay based on past papers.</p>	<p>Evolving Media</p> <p>ACNH Social and Cultural Context</p> <p>Task 1: Create a mind map linking ACNH to its social context, including its significance during the pandemic and themes of community and self-expression.</p> <p>Task 2: Write notes analyzing how ACNH reflects broader trends in gaming, such as the shift toward relaxing, non-competitive gameplay.</p> <p>Task 3: Develop flashcards on theorists like Gauntlett (identity) and Jenkins (participatory culture) and their relevance to ACNH.</p>	<p>Media Theory</p> <p>Produce mindmaps/notes/flashcards on the theorists below by watching the relevant Miss Fisher Youtube video, reading and making notes on the relevant LFTD drama theory page and consider their usefulness for assessing news and online news.</p> <p>Media Language Academic Ideas: Baudrillard</p>
4 6.01.25	<p>Media Messages</p> <p>Music Video-Synthesis and Exam Practice 2</p> <p>Task 1: Attempt 1 or 2 timed exam-style question or essay based on past papers either as full responses or plans only.</p>	<p>Evolving Media</p> <p>ACNH-Revision and Exam Practice:</p> <p>Task 1: Use your mind maps to write a concise overview of ACNH, linking it to the exam themes (industry, audience, representation).</p> <p>Task 2: Write answers to past paper questions or create your own essay prompts.</p> <p>Task 3: Review all flashcards from previous weeks. Test yourself or a peer on definitions and case study details.</p>	<p>Media Theory</p> <p>Produce mindmaps/notes/flashcards on the theorists below by watching the relevant Miss Fisher Youtube video, reading and making notes on the relevant LFTD drama theory page and consider their usefulness for assessing news and online news.</p> <p>Media Representation Academic Ideas: Hall, Gauntlett, van Zoonen</p>



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Week	Activity 1	Activity 2	Activity 3
5 13.01.25	<p>Media Messages</p> <p>Adverts-Overview and Media Language</p> <p>Task 1: Create mind maps for each advert focusing on:</p> <ul style="list-style-type: none"> • Visual codes (e.g., color, composition, and imagery). • Textual codes (e.g., slogans, taglines, and font style). • Techniques (e.g., direct gaze, emotional appeal). <p>Task 2: Write notes on how media language constructs meaning:</p> <ul style="list-style-type: none"> • Dove's celebration of motherhood and inclusivity. • River Island's rejection of stereotypes. • Shelter's urgency and personal narratives. <p>Task 3: Develop flashcards for key media language terms, including anchorage, connotation, and signifier.</p> <p>Extra: Annotate copies of the print adverts, identifying key elements of media language.</p>	<p>Evolving Media</p> <p>Disney- SWATSD & SCATLOTTR-Production Processes</p> <p>Task 1: Create mind maps for each film's production processes:</p> <ul style="list-style-type: none"> • Snow White: Hand-drawn animation, multiplane camera, Walt Disney's creative control, influence of German Expressionism. • Shang-Chi: CGI-heavy production, collaboration with martial arts choreographers, influence of kung fu films and Crouching Tiger, Hidden Dragon, and modern producer-driven decision-making. <p>Task 2: Write notes on how technology shaped both films:</p> <ul style="list-style-type: none"> • Innovation in animation for Snow White. • Advanced CGI and action choreography for Shang-Chi. <p>Task 3: Create flashcards for key production terms (e.g., multiplane camera, CGI, mise-en-scène, genre influences).</p> <p>Extra: Watch scenes from both films, focusing on their visual style and production innovations</p>	<p>Media Theory: produce mindmaps/notes/flashcards on the theorists below by watching the relevant Miss Fisher Youtube video, reading and making notes on the relevant LFTD drama theory page and consider their usefulness for assessing news and online news.</p> <p>Media Representation Academic Ideas: Hall, Gauntlett, van Zoonen</p>



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6 20.01.25	<p>Media Messages</p> <p>Adverts-Social and Cultural Context</p> <p>Task 1: Create mind maps linking the adverts to their social and cultural contexts:</p> <ul style="list-style-type: none"> • Dove: Body positivity and the backlash against unrealistic beauty standards. • River Island: Shifting cultural attitudes towards identity and labels. • Shelter: Rising awareness of homelessness in 2011 UK. <p>Task 2: Write notes analyzing how the adverts reflect or challenge dominant ideologies:</p> <ul style="list-style-type: none"> • Dove's empowerment narrative. • River Island's celebration of diversity. • Shelter's critique of systemic issues. <p>Task 3: Develop flashcards on key contextual points and relevant media theories (e.g., Barthes' myths, cultural hegemony).</p> <p>Extra: Write a brief paragraph for each advert connecting its context to its media language and audience appeal.</p>	<p>Evolving Media</p> <p>Disney- SWATSD & SCATLOTR Distribution Strategies</p> <p>Task 1: Create mind maps comparing distribution methods:</p> <ul style="list-style-type: none"> • Snow White: Vaulting strategy, theatrical re-releases, and VHS/DVD sales. • Shang-Chi: Simultaneous global theatrical and Disney+ release. <p>Task 2: Write notes on how Disney's approach to distribution has evolved:</p> <ul style="list-style-type: none"> • Snow White: Limited access to audiences in 1937, focus on cinematic events. • Shang-Chi: Accessibility via streaming platforms, impact of the pandemic. <p>Task 3: Prepare flashcards for key terms like "vaulting," "franchises," and "synergy."</p> <p>Extra: Research Disney's reliance on franchises and sequels, noting how it influences modern distribution.</p>	<p>Media Theory</p> <p>Produce mindmaps/notes/flashcards on the theorists below by watching the relevant Miss Fisher Youtube video, reading and making notes on the relevant LFTD drama theory page and consider their usefulness for assessing news and online news.</p> <p>Media Representation Academic Ideas: hooks, Butler, Gilroy</p>



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<p style="text-align: center;">7 27.01.25</p>	<p>Media Messages</p> <p>Adverts- Representation</p> <p>Task 1: Create mind maps on how representation is constructed:</p> <ul style="list-style-type: none"> • Dove: Representation of real, diverse mothers. • River Island: Representation of individuality and inclusivity. • Shelter: Representation of vulnerability and empowerment. <p>Task 2: Write notes linking the adverts to societal values and debates:</p> <ul style="list-style-type: none"> • Dove's challenge to traditional beauty standards. • River Island's response to conversations on identity. • Shelter's focus on the housing crisis and stigmas. <p>Task 3: Create flashcards summarizing key theories, such as Hall's theory of representation and Van Zoonen's feminist theory.</p> <p>Extra: Compare the three adverts, identifying similarities and differences in their approaches to representation.</p>	<p>Evolving Media</p> <p>Disney- SWATSD & SCATLOTR Consumption and Exhibition</p> <p>Task 1: Create mind maps on the changing nature of audience engagement:</p> <ul style="list-style-type: none"> • Snow White: Cinema as a communal experience, novelty of animated feature films. • Shang-Chi: Home streaming, Marvel fan culture, and international box office appeal. <p>Task 2: Write notes analyzing merchandising and brand loyalty:</p> <ul style="list-style-type: none"> • Snow White: Early Disney merchandise (e.g., figurines, books). • Shang-Chi: Expansion into toys, apparel, and collectibles tied to Marvel branding. <p>Task 3: Develop flashcards summarizing audience theories relevant to consumption (e.g., Uses and Gratifications, Reception Theory).</p> <p>Extra: Compare the advent of Disney+ to the role of cinema in 1937, exploring accessibility and audience experience.</p>	<p>Media Theory</p> <p>Produce mindmaps/notes/flashcards on the theorists below by watching the relevant Miss Fisher Youtube video, reading and making notes on the relevant LFTD drama theory page and consider their usefulness for assessing news and online news.</p> <p>Media Industries Academic Ideas: Curran & Seaton, Livingstone & Lunt</p>



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<p style="text-align: center;">8 3.02.25</p>	<p>Media Messages</p> <p>Adverts Industry and Audience</p> <p>Task 1: Create mind maps analyzing industry context:</p> <ul style="list-style-type: none"> • Dove’s connection to Unilever and ethical marketing. • River Island’s fashion branding and appeal to millennials/Gen Z. • Shelter’s charity sector funding and mission-driven advertising. <p>Task 2: Write notes on how each advert targets its audience:</p> <ul style="list-style-type: none"> • Dove’s use of relatable scenarios for mothers. • River Island’s use of diverse casting to reach younger, progressive audiences. • Shelter’s direct appeal to those at risk of homelessness. <p>Task 3: Prepare flashcards for key industry terms, such as ethical branding, niche marketing, and third-sector advertising.</p> <p>Extra: Research the initial public reception of each campaign and include findings in your notes.</p>	<p>Evolving Media</p> <p>Disney- SWATSD & SCATLOTR Stylistic and Cultural Influences</p> <p>Task 1: Create mind maps on visual and cultural influences:</p> <ul style="list-style-type: none"> • Snow White: German Expressionism, fairy-tale roots, Walt Disney’s direct input. • Shang-Chi: Influence of kung fu films, Crouching Tiger, Hidden Dragon, Chinese mythology, and modern Marvel style. <p>Task 2: Write notes on the evolving Disney style:</p> <ul style="list-style-type: none"> • How Walt Disney’s vision shaped Snow White. • How Shang-Chi reflects Marvel’s formula while incorporating cultural specificity. <p>Task 3: Create flashcards summarizing key stylistic influences (e.g., Expressionism, kung fu choreography).</p> <p>Extra: Watch clips from Snow White and Shang-Chi, identifying stylistic similarities and differences.</p>	<p>Media Theory</p> <p>Produce mindmaps/notes/flashcards on the theorists below by watching the relevant Miss Fisher Youtube video, reading and making notes on the relevant LFTD drama theory page and consider their usefulness for assessing news and online news.</p> <p>Media Industries Academic Ideas: Hesmondhalgh</p>



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<p style="text-align: center;">9 10.02.25</p>	<p>Media Messages</p> <p>Adverts-Revision and Exam Practice</p> <p>Task 1: Use your mind maps to create comparison grids for the three adverts, focusing on:</p> <ul style="list-style-type: none"> • Media language. • Representation. • Audience targeting. • Industry context. <p>Task 2: Write notes synthesizing key points from all weeks. Focus on integrating theory, examples, and context.</p> <p>Task 3: Test yourself with flashcards on terminology, case studies, and theories.</p> <p>Extra: Attempt a timed essay question or plan answers for past exam questions.</p>	<p>Evolving Media</p> <p>Disney- SWATSD & SCATLOTTR Exam Preparation and Integration</p> <p>Task 1: Use mind maps to compare the two films across production, distribution, and consumption:</p> <ul style="list-style-type: none"> • Highlight key similarities and differences. • Connect these comparisons to changes in technology, audience expectations, and global reach. <p>Task 2: Write notes synthesizing all key areas, focusing on integrating theory and examples:</p> <ul style="list-style-type: none"> • The role of legacy characters and franchises. • How merchandise and streaming reinforce brand identity. <p>Task 3: Test yourself with flashcards on theories, contexts, and case study examples.</p> <p>Extra: Attempt a timed exam-style question, such as:</p> <p>“Compare how Disney’s production and distribution strategies reflect technological and cultural changes between Snow White and Shang-Chi.”</p>	<p>Media Theory</p> <p>Produce mindmaps/notes/flashcards on the theorists below by watching the relevant Miss Fisher Youtube video, reading and making notes on the relevant LFTD drama theory page and consider their usefulness for assessing news and online news.</p> <p>Media Audiences Academic Ideas: Bandura, Gerbner, Hall</p>



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<p style="text-align: center;">HALF TERM</p>	<p>Media Messages</p> <p>Magazines- The Big Issue</p> <p>Overview and Industry Context</p> <p>Task 1: Create a mind map summarizing:</p> <ul style="list-style-type: none"> The purpose and ethos of The Big Issue as a social enterprise. Its target audience and unique selling points (USP). How it operates as part of the UK magazine industry. <p>Task 2: Write notes on the founding of The Big Issue and its mission to support homelessness. Include the magazine's relationship with its vendors.</p> <p>Task 3: Develop flashcards for key terms such as social enterprise, alternative media, and niche audience.</p> <p>Extra: Research how The Big Issue compares to mainstream publications in its structure and goals.</p>	<p>Evolving Media</p> <p>R1BS and BBC: Mission and Values</p> <p>Create a mind map detailing:</p> <ul style="list-style-type: none"> The BBC's overall mission: inform, educate, and entertain—how it impacts Radio 1's programming choices. Radio 1's remit: specifically targets the 15–29 age group, promoting new and British music, and serving as a key part of the BBC's Public Service Broadcasting (PSB) obligations. Radio 1's commitment to "entertainment, youth culture, and innovation" should be emphasized. The differences between BBC radio and commercial radio, focusing on how Radio 1 serves the public good through non-profit-driven content. <p>Task 2: Write notes on how Radio 1's programming choices (e.g., the inclusion of new artists, live sessions, and national events like BBC Radio 1's Big Weekend) align with its remit. Include references to BBC Trust guidelines on public service broadcasting and its distinct role compared to commercial stations.</p> <p>Task 3: Prepare flashcards on essential terms such as:</p> <ul style="list-style-type: none"> Remit (specific obligations outlined by the BBC). Public Service Broadcasting (PSB). RAJAR (Radio Joint Audience Research) and its significance in measuring audience data. 	<p>Media Theory</p> <p>Produce mindmaps/ notes/flashcards on the theorists below by watching the relevant Miss Fisher Youtube video, reading and making notes on the relevant LFTD drama theory page and consider their usefulness for assessing news and online news.</p> <p>Media Audiences Academic Ideas: Jenkins, Shirky</p>



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Week	Activity 1	Activity 2	Activity 3
<p>10 24.02.25</p>	<p>Media Messages</p> <p>Magazines- The Big Issue Representation and Ideology</p> <p>Task 1: Create mind maps on how The Big Issue represents:</p> <ul style="list-style-type: none"> • Social issues (e.g., homelessness, inequality). • Positive narratives about marginalised groups. • Cultural and political topics through its cover designs and features. <p>Task 2: Write notes linking the magazine’s ideology to media theories, such as:</p> <ul style="list-style-type: none"> • Stuart Hall’s representation theory. • Hooks’ intersectionality. • Gauntlett’s identity theory. <p>Task 3: Prepare flashcards summarizing the application of these theories to specific Big Issue covers or articles.</p> <p>Extra: Analyze a specific cover or feature article, annotating how representation and ideology are constructed.</p>	<p>Evolving Media</p> <p>R1BS and BBC: Reaching a Youth Audience and Competition from Music Streaming</p> <p>Task 1: Create a mind map that outlines:</p> <ul style="list-style-type: none"> • The unique challenges of reaching the youth demographic (15–29 years), especially with rising competition from streaming services like Spotify and Apple Music. • The role of social media platforms (e.g., Instagram, TikTok) in competing for attention, and how Radio 1 uses these platforms to maintain its relevance. • Specific challenges around digital listening habits—how younger audiences are increasingly turning to on-demand streaming instead of live radio. <p>Task 2: Write notes on Radio 1’s initiatives to reach its target audience, such as the use of podcasts, on-demand content (BBC Sounds), and live-streamed performances. Discuss how these strategies differ from traditional broadcast radio, specifically focusing on youth-targeted shows (e.g., “Greg James” breakfast show).</p> <p>Task 3: Develop flashcards on the following theories:</p> <ul style="list-style-type: none"> • Uses and Gratifications: How Radio 1 satisfies its audience’s desire for entertainment, information, and identity-building. • Reception Theory: How different audiences interpret Radio 1’s programming based on socio-cultural backgrounds. 	<p>Media Theory</p> <p>Produce mindmaps/notes/ flashcards on all Media theorists- focussing on those you feel there is room for improvement on.</p> <p>Extra: Analyze RAJAR data on Radio 1’s youth audience engagement versus competitors, particularly focusing on the shift from linear listening to on-demand listening.</p>

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Week	Activity 1	Activity 2	Activity 3
<p style="text-align: center;">11 3.03.25</p>	<p>Media Messages</p> <p>Magazines- The Big Issue Media Language and Codes</p> <p>Task 1: Create a mind map exploring the use of media language in The Big Issue:</p> <ul style="list-style-type: none"> • Layout, typography, color schemes, and cover images. • How these elements challenge or conform to conventions of magazine design. <p>Task 2: Write notes on the narrative construction of The Big Issue, including the use of intertextuality, symbolism, and anchorage.</p> <p>Task 3: Develop flashcards on key media language terms (e.g., semiotics, enigma codes, polysemy).</p> <p>Extra: Compare The Big Issue with a mainstream magazine (e.g GQ) to highlight its alternative media approach.</p>	<p>Evolving Media</p> <p>R1BS and BBC: Music Programming and Curated Playlists</p> <p>Task 1: Create a mind map exploring:</p> <ul style="list-style-type: none"> • How Radio 1's playlist curation reflects its mission to promote new and British music, while balancing mainstream hits with emerging talent. • The difference between Radio 1's curated playlists and the algorithmic recommendations used by streaming platforms like Spotify. • The impact of playlisting on music consumption, especially in relation to music genres (e.g., the importance of Radio 1 for indie/alternative artists). <p>Task 2: Write notes on the significance of the Radio 1 playlist structure:</p> <ul style="list-style-type: none"> • How the playlist is split into categories (A-list, B-list, C-list) and the process behind selecting songs. • The role of live sessions and exclusive content in driving audience engagement. • How Radio 1's curation supports its remit of promoting British music (e.g., the focus on UK-based artists). <p>Task 3: Create flashcards on terms like:</p> <ul style="list-style-type: none"> • Curated Playlist (a carefully selected list of tracks, with purpose behind the choices). • Algorithmic Playlist (suggestions based on user data). • Cultural Capital (how cultural references influence the selection of music) 	<p>Final adjustments to coursework:</p> <ul style="list-style-type: none"> • Research and Planning • Product 1 • Product 2- Website • Statement of Intent <p>Extra: Listen to a week of Radio 1's playlist to identify emerging artists and trends, comparing them to playlists on streaming services.</p>



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<p style="text-align: center;">12 10.03.25</p>	<p>Media Messages</p> <p>Magazines- The Big Issue Media Audience and Distribution</p> <p>Task 1: Create mind maps exploring The Big Issue's relationship with its audience:</p> <ul style="list-style-type: none"> • How it uses direct sales via vendors to build connections. • Its appeal to socially conscious readers. <p>Task 2: Write notes on The Big Issue's digital presence, including its website and social media strategies.</p> <p>Task 3: Make flashcards summarizing audience theories (e.g., Uses and Gratifications, Reception theory) and apply them to The Big Issue.</p> <p>Extra: Explore case studies or interviews with vendors to understand how distribution shapes audience perception.</p>	<p>Evolving Media</p> <p>R1BS and BBC: Digital Convergence and BBC Sounds</p> <p>Task 1: Create a mind map on the BBC Sounds app and its role in Radio 1's digital strategy:</p> <ul style="list-style-type: none"> • How the app supports the BBC's mission to offer a 24/7, on-demand experience, providing access to live radio, podcasts, and exclusive shows. • The importance of BBC Sounds in retaining younger audiences, who often prefer on-demand content over traditional live radio. • Challenges and opportunities of integrating BBC Sounds with other platforms like YouTube, TikTok, and podcast streaming services. <p>Task 2: Write notes on digital convergence, including:</p> <ul style="list-style-type: none"> • How the combination of different media formats (radio, podcast, video, and social media) expands Radio 1's reach. • The role of cross-platform promotion in keeping Radio 1 relevant to younger, tech-savvy listeners. • The rise of podcast culture and how Radio 1 is adapting (e.g., The Radio 1 Podcast). <p>Task 3: Prepare flashcards on:</p> <ul style="list-style-type: none"> • Digital Convergence (how media platforms integrate and cross-promote). • BBC Sounds (BBC's audio-on-demand service). • Multi-platform Strategy (the use of various platforms like radio, online, podcasts, and social media). 	<p>Final adjustments to coursework:</p> <ul style="list-style-type: none"> • Research and Planning • Product 1 • Product 2- Website • Statement of Intent <p>Extra: Compare the BBC Sounds app's user experience with that of commercial radio streaming platforms (e.g., Global Player).</p>



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<p style="text-align: center;">13 17.03.25</p>	<p>Media Messages</p> <p>Magazines- The Big Issue- Revision and Exam Practice</p> <p>Task 1: Use mind maps to synthesize key themes across all weeks, focusing on: Industry context, representation, media language, and audience engagement.</p> <p>Task 2: Write notes on potential exam questions, e.g., How does The Big Issue reflect its role as a social enterprise in its media production?</p> <p>Task 3: Review all flashcards, testing yourself on theory, context, and examples.</p> <p>Extra: Attempt a timed exam question comparing The Big Issue with another publication, emphasizing its unique approach to representation and ideology.</p>	<p>Evolving Media</p> <p>R1BS and BBC: Presenter Changes, Legacy, and Market Adaptation</p> <p>Task 1: Create a mind map analyzing:</p> <ul style="list-style-type: none"> • Key presenter shifts over the years, from Chris Moyles to Nick Grimshaw to Greg James. How have their presenting styles evolved in response to audience needs and broader media trends? • The role of presenters in audience retention and shaping the identity of the show. How does Radio 1 adapt to changes in audience tastes with new presenter appointments? • The impact of presenter-driven content on the show's branding and audience loyalty. <p>Task 2: Write notes on how presenters like Greg James balance music, celebrity interviews, and audience interaction while adhering to Radio 1's remit. Consider how their shows cater to both older and younger audience segments.</p> <p>Task 3: Create flashcards summarizing the impact of presenters:</p> <ul style="list-style-type: none"> • How presenters contribute to station branding. • Presenter-driven content vs. music-led programming. <p>Extra: Research how changes in presenters (e.g., Greg James replacing Nick Grimshaw) are marketed to the audience. Look into how this impacts RAJAR ratings and audience feedback. and annotate addressing AO2</p>	<p>Final adjustments to coursework:</p> <ul style="list-style-type: none"> • Research and Planning • Product 1 • Product 2- Website • Statement of Intent

Y13 Media Studies

Week	Activity 1	Activity 2	Activity 3
<p style="text-align: center;">14 24.03.25</p>	<p>Media Messages</p> <p>Newspapers and Online News Foundation and Terminology</p> <p>Task 1: Mind Map of Key Terms Create a mind map outlining key terms related to news production, distribution, and consumption. Include terms like:</p> <ul style="list-style-type: none"> • Production: news gathering, journalism, editing, layout, design • Distribution: print, online, social media • Consumption: audience, readership, engagement, click-through rates • Economic Factors: ownership, advertising, subscriptions, paywalls <p>Task 2: Front Page Analysis Analyze the front pages of the Daily Mail and The Guardian from different dates. Identify key features like:</p> <ul style="list-style-type: none"> • Headline size and font • Image placement and size • Use of color and layout • Story selection and placement • Use of language and tone • Masthead and branding <p>Task 3: Online News Analysis Compare and contrast the homepages of the Daily Mail and The Guardian websites. Consider:</p> <ul style="list-style-type: none"> • Navigation and user interface • Story presentation and layout • Use of multimedia (video, audio, interactive graphics) • Advertising and sponsorship • Social media integration 	<p>Evolving Media</p> <p>LFTD- Introduction to Long Form Television Drama & Contextual Framework</p> <p>Task 1: Create a mind map outlining the general characteristics of Long Form Television Drama (LFTVD), including:</p> <ul style="list-style-type: none"> • Narrative complexity and multi-episode arcs. • Character development over time. • The role of production value and series continuity. • The influence of streaming platforms and binge-watching culture. <p>Task 2: Write notes on the key historical, political, and cultural factors influencing TV drama production today, including:</p> <ul style="list-style-type: none"> • The rise of streaming platforms (e.g., Netflix, Amazon Prime) and their impact on traditional TV. • The shift from episodic TV to serialized formats and its economic implications for production companies. • The evolving role of global audiences in shaping TV drama content. <p>Task 3: Prepare flashcards on key terms:</p> <ul style="list-style-type: none"> • Long Form Television Drama (LFTVD). • Narrative Structure (multi-episode, non-linear storytelling). • Binge-Watching Culture (how streaming platforms alter viewing habits). <p>Cross-National Production (e.g., the international co-productions seen in both Stranger Things and Deutschland 83).</p>	<p>Final adjustments to coursework:</p> <ul style="list-style-type: none"> • Research and Planning • Product 1 • Product 2- Website • Statement of Intent <p>Extra: Research the historical rise of LFTVDs, focusing on shows that have influenced this genre (e.g., The Sopranos, Breaking Bad).</p>

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Week	Activity 1	Activity 2	Activity 3
<p style="text-align: center;">15 31.03.25</p>	<p>Media Messages</p> <p>Newspapers and Online News</p> <p>Technological Impact and Audience</p> <p>Task 1: Technological Impact Research the impact of digital technology on the newspaper industry. Consider:</p> <ul style="list-style-type: none"> • Production: computer-aided design, digital editing • Distribution: online platforms, social media, mobile apps • Consumption: user-generated content, interactive features <p>Task 2: Audience Analysis- analyse the target audiences of the Daily Mail and The Guardian. Consider:</p> <ul style="list-style-type: none"> • Demographics: age, gender, socio-economic status • Psychographics: interests, values, lifestyle • Media consumption habits: print, online, social media <p>Task 3: Audience Interpretation Discuss how different audiences might interpret the same news story. Consider factors like:</p> <ul style="list-style-type: none"> • Pre-existing beliefs and attitudes • Cultural background • Level of media literacy 	<p>Evolving Media</p> <p>LFTD Economic Context & Production Values</p> <p>Task 1: Create a mind map comparing the economic factors influencing the production of Stranger Things and Deutschland 83, focusing on:</p> <ul style="list-style-type: none"> • The budget and production scale of each show, including how Netflix’s financial model influences its content decisions. • The role of international co-production in funding and distributing Deutschland 83. • The economic impact of the global streaming market on the financial strategies of both shows. <p>Task 2: Write notes on how production values (e.g., cinematography, special effects, and sound design) are impacted by budget and the streaming platform.</p> <p>Consider how Stranger Things (with its high budget) features more elaborate special effects and '80s nostalgia aesthetics compared to Deutschland 83 (which uses a more understated visual style reflective of the historical setting).</p> <p>Task 3: Prepare flashcards on terms like:</p> <ul style="list-style-type: none"> • Co-Production (international funding and distribution model). • Budget Allocation (how funds are distributed for different production elements). • Streaming Model (how platforms like Netflix impact content creation). 	<p>Final adjustments to coursework:</p> <ul style="list-style-type: none"> • Research and Planning • Product 1 • Product 2- Website • Statement of Intent <p>Extra: Watch Stranger Things and Deutschland 83 episodes 1, and compare their production qualities. Take note of how production values are impacted by the platform and context of each show.</p>

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Week	Activity 1	Activity 2	Activity 3
<p>EASTER BREAK</p>	<p>Media Messages</p> <p>Newspapers and Online News Ownership, Economics, and Regulation</p> <p>Task 1: Ownership and Economic Factors</p> <ul style="list-style-type: none"> • Research the ownership structures of the Daily Mail and The Guardian. Consider: • Impact on editorial independence • Influence on news coverage • Use of online monetization strategies <p>Task 2: Regulatory Framework</p> <ul style="list-style-type: none"> • Explore the regulatory framework for the UK newspaper industry. Consider: • Press Complaints Commission (PCC) • Impress • Ofcom • Impact of online news and social media on regulation <p>Task 3: Case Study Analysis</p> <ul style="list-style-type: none"> • Analyze a specific news event covered by both the Daily Mail and The Guardian. Compare and contrast: • News values and selection • Journalistic style and tone • Use of language and imagery • Audience appeal 	<p>Evolving Media</p> <p>LFTD Social Context & Audience Reception</p> <p>Task 1: Create a mind map focusing on the social contexts influencing the reception of Stranger Things and Deutschland 83, including:</p> <ul style="list-style-type: none"> • The 1980s cultural and social landscape depicted in Stranger Things (nostalgia, suburban America, youth rebellion). • The post-Cold War context of Deutschland 83 (the fall of the Berlin Wall, reunification of Germany, tensions of the 1980s). • How both shows reflect generational differences in societal values (youth culture in Stranger Things vs. the political tensions in Deutschland 83). <p>Task 2: Write notes on how these social contexts influence audience reception:</p> <ul style="list-style-type: none"> • How Stranger Things appeals to both the nostalgia of '80s culture and current trends in sci-fi and horror. • How Deutschland 83 offers a historical narrative that resonates with viewers familiar with European political history. <p>Task 3: Create flashcards on terms related to audience reception, such as:</p> <ul style="list-style-type: none"> • Nostalgia TV (how shows capitalize on past cultural references). • Historical Accuracy (how factual depictions influence reception). • Target Demographics (how social context shapes the intended audience). 	<p>Final adjustments to coursework:</p> <ul style="list-style-type: none"> • Research and Planning • Product 1 • Product 2- Website • Statement of Intent <p>Extra: Research social trends in TV and compare how different audiences responded to the premieres of Stranger Things and Deutschland 83.</p>



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Week

Activity 1

Activity 2

Activity 3

Media Messages

Newspapers and Online News

Audience Targeting, Reach, and Interpretation

Tasks:

Mind Map: Map out audience demographics for The Guardian and Daily Mail:

- The Guardian: Younger, left-leaning, politically engaged, higher socioeconomic status.
- Daily Mail: Older, right-leaning, middle-class, interested in celebrity and lifestyle content.

Add branches for how each newspaper uses tone, language, and visuals to appeal to their audience.

Notes: Explore how personalization and algorithms are used by both outlets to engage specific audiences.

Analyze the differences in audience interpretation of the same news event, e.g., political reporting.

Flashcards: Terms: Audience segmentation, personalization, engagement metrics, target demographics

Other Task: Compare how The Guardian and Daily Mail frame the same news story on their homepages. Use the following structure:

- Language used.
- Visual presentation (e.g., image choice, layout).
- Placement of the story on the homepage.

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Evolving Media

LFTD Political Context & Narrative Themes

Task 1: Create a mind map examining the political context of both Stranger Things and Deutschland 83, with particular emphasis on:

- The Cold War backdrop of Deutschland 83—its political themes around espionage, loyalty, and East-West German relations.
- The underlying political themes in Stranger Things—such as government secrecy, military experiments, and the fear of the unknown (linked to the political climate of the 1980s).

Task 2: Write notes on how these political contexts influence the narrative structure and themes in both shows:

- How Stranger Things uses conspiracy theories and government mistrust to shape its plot.
- How Deutschland 83 intertwines personal stories with larger political conflicts between East and West Germany during the Cold War.

Task 3: Create flashcards on key political terms such as:

- Cold War (the geopolitical tension between the Soviet Union and Western powers).
- Political Allegory (how TV shows often reflect contemporary political issues).
- Espionage (spying and intelligence gathering as key elements in both shows).

Final adjustments to coursework:

- Research and Planning
- Product 1
- Product 2- Website
- Statement of Intent

Extra: Compare the political context of Stranger Things and Deutschland 83 with real-world events from the 1980s. Research the political climate of the U.S. during the Reagan era and the situation in Germany before reunification.



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Week	Activity 1	Activity 2	Activity 3
<p>16 24.04.25</p>	<p><i>(continued from previous page)</i></p> <p>Practice Question:</p> <p>“Discuss how The Guardian and Daily Mail address their respective audiences through their print and online platforms.”</p> <p>Media Messages</p> <p>Newspapers and Online News</p> <p>Practice Exam Questions 1</p> <p>Task 1: Past Paper Analysis</p> <p>Review past exam papers to identify common question types and themes.</p> <p>Task 2: Practice Essay Writing</p> <p>Write practice essays on topics like:</p> <ul style="list-style-type: none"> • The impact of digital technology on the newspaper industry • The role of ownership and economics in shaping news content • The impact of regulation on the newspaper industry • The significance of audience in shaping news production and consumption 		

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Week	Activity 1	Activity 2	Activity 3
<p>17 28.04.25</p>	<p>Media Messages</p> <p>Newspapers and Online News Practice Exam Questions 2</p> <p>Task 1: Past Paper Analysis</p> <p>Review past exam papers to identify common question types and themes.</p> <p>Task 2: Practice Essay Writing</p> <p>Write practice essays on topics like:</p> <ul style="list-style-type: none"> • The impact of digital technology on the newspaper industry • The role of ownership and economics in shaping news content • The impact of regulation on the newspaper industry • The significance of audience in shaping news production and consumption 	<p>Evolving Media</p> <p>LFTD Historical Context & Impact on Narrative and Representation</p> <p>Task 1: Create a mind map analyzing the historical context that shapes the narratives in Stranger Things and Deutschland 83, focusing on:</p> <ul style="list-style-type: none"> • The 1980s as a historical period in both shows: In Stranger Things, this includes the '80s cultural markers (fashion, music, tech), and in Deutschland 83, it focuses on the political divide in Germany. • How historical accuracy and cultural references influence the storylines (e.g., Stranger Things' '80s tech and fashion vs. Deutschland 83' Cold War setting). <p>Task 2: Write notes on how both shows balance historical authenticity with fictional elements:</p> <ul style="list-style-type: none"> • Stranger Things uses real historical events like the Cold War and government experiments but includes supernatural elements to create a fictional narrative. • Deutschland 83 presents historical facts, focusing on the espionage of the era, while maintaining dramatic tension. <p>Task 3: Create flashcards on terms like:</p> <ul style="list-style-type: none"> • Historical Drama (shows set in or inspired by real-world events). • Cultural Representation (how a show portrays a particular culture or period). • Historical Revisionism (altering or reinterpreting historical events for narrative purposes). <p>Extra: Write a short essay comparing how historical contexts influence the narrative direction in both shows. Discuss their representation of the 1980s and how historical events shape the viewer's experience of the narrative.</p>	

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Week	Activity 1	Activity 2	Activity 3
18 5.05.25	<p>Media Messages</p> <p>All topics</p> <p>Task 1: Use mind maps to summarize key points</p> <p>Task 2: Write notes synthesizing all sections</p> <p>Task 3: Test yourself with flashcards on theory, context, and examples.</p> <p>Extra: Attempt a timed exam-style question or essay based on past papers.</p>	<p>Evolving Media</p> <p>All topics</p> <p>Task 1: Use mind maps to summarize key points</p> <p>Task 2: Write notes synthesizing all sections</p> <p>Task 3: Test yourself with flashcards on theory, context, and examples.</p> <p>Extra: Attempt a timed exam-style question or essay based on past papers.</p>	
19 12.05.25	<p>Media Messages</p> <p>All topics</p> <p>Task 1: Use mind maps to summarize key points</p> <p>Task 2: Write notes synthesizing all sections</p> <p>Task 3: Test yourself with flashcards on theory, context, and examples.</p> <p>Extra: Attempt a timed exam-style question or essay based on past papers.</p>	<p>Evolving Media</p> <p>All topics</p> <p>Task 1: Use mind maps to summarize key points</p> <p>Task 2: Write notes synthesizing all sections</p> <p>Task 3: Test yourself with flashcards on theory, context, and examples.</p> <p>Extra: Attempt a timed exam-style question or essay based on past papers.</p>	