



## SUBJECT: WJEC Media GCE - 2 Year

### Media GCE Curriculum Content

	<u>Year 12</u>	<u>Year 13</u>
<u>HT1</u>	<p><b>News Media - Print</b></p> <ul style="list-style-type: none"> <li>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</li> <li>debate key questions relating to the social, cultural, political and economic role of the media through discursive writing</li> <li>construct and develop a sustained line of reasoning</li> </ul>	<p><b>Cross-Media Production</b> <b>30% of qualification</b></p> <p>Briefs to be determined by Exam Board</p> <ul style="list-style-type: none"> <li>Statement of aims</li> <li>Print Based Product</li> <li>Cross Media promotional device</li> <li>Evaluation</li> </ul> <p>Photoshop based product to market a new product</p>
<u>HT2</u>	<p><b>Advertising (print and television advertisements)</b></p> <ul style="list-style-type: none"> <li>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</li> </ul>	<p><b>Television Genres - Sci Fi/Supernatural</b></p> <ul style="list-style-type: none"> <li>European texts</li> <li>Key concepts of Media Language, Institutional Issues, Genre elements, Narrative and Representation</li> <li>Drawing comparisons</li> <li>Audience/Spectator issues</li> </ul>
<u>HT3</u>	<p><b>Marketing (film posters and trailers)</b></p> <ul style="list-style-type: none"> <li>subject-specific terminology appropriately in a developed way</li> <li>debate key questions relating to the social, cultural, political and economic role of the media through discursive writing</li> <li>construct and develop a sustained line of reasoning</li> <li>Theoretical application</li> </ul>	<p><b>Mainstream &amp; Alternative Media - Magazines</b></p> <ul style="list-style-type: none"> <li>Key Concept Areas</li> <li>How media representations convey <b>values, attitudes and beliefs</b> about the world and how these may be systematically reinforced across a wide range of media representations</li> </ul>

<p><u>HT4</u></p>	<p><b>Music Video</b></p> <ul style="list-style-type: none"> <li>• subject-specific terminology appropriately in a developed way</li> <li>• debate key questions relating to the social, cultural, political and economic role of the media through discursive writing</li> </ul>	<p><b>Media in an Online Age - Online Magazines and Blogging</b></p> <ul style="list-style-type: none"> <li>• Key Concepts</li> <li>• the role played by blogs and websites in the media today, exploring the way in which these convergent media platforms increasingly overlap, as well as investigating the potential that they offer for self-representation.</li> </ul>
<p><u>HT5</u></p>	<p><b>Radio</b></p> <ul style="list-style-type: none"> <li>• Regulation</li> <li>• Case Study</li> <li>• Technological Impact</li> <li>• Theoretical Application</li> </ul> <p><b>Video Games</b></p> <ul style="list-style-type: none"> <li>• How media organisations maintain, including through marketing, varieties of audiences nationally and globally</li> <li>• Impact of cross media convergence</li> <li>• The role of regulation</li> </ul> <p>Mock Examination: Component 1</p>	<p><b>Revision Component 1:</b></p> <p>Section A:</p> <ul style="list-style-type: none"> <li>• Music Videos</li> <li>• Video Games</li> <li>• Advertising and Film Marketing</li> </ul> <p>Section B:</p> <ul style="list-style-type: none"> <li>• Newspapers</li> <li>• Radio</li> <li>• Film (Industries only)</li> </ul>
<p><u>HT6</u></p>	<p><b>Cross-Media Production</b> <b>30% of qualification</b></p> <p>Briefs to be determined by Exam Board</p> <ul style="list-style-type: none"> <li>• Statement of aims</li> <li>• Print Based Product</li> <li>• Cross Media promotional device</li> <li>• Evaluation</li> </ul> <ul style="list-style-type: none"> <li>• synthesises knowledge and understanding of the media theoretical framework gained throughout their course by requiring learners to apply their knowledge and understanding of the media synoptically to practical production</li> </ul>	<p><b>Revision Component 2:</b></p> <p>Section A: Television</p> <p>Section B: Magazines</p> <p>Section C: Online Media</p> <p>Examination</p>