



# MEDIA STUDIES - KS5

## Year 12

### Half Term 1

**Semiotics:** Sign, Signifier, Signified, Dominant signifier, Icon, Index code, Symbol, Anchorage, Ideology, Paradigm, Syntagma.

**Barthes' ideas and theories on semiotics:** Signification, Denotation, Connotation, Myth.

### Half Term 2

**Narratology:** Narrative Codes, Narration, Diegesis, Quest narrative, 'Character types', Causality, Plot, Masterplot.

**Todorov's ideas and theories on narratology:** Narrative structure, Equilibrium, Disruption, New equilibrium.

### Half Term 3

**Genre:** Conventions and rules, Sub-genre, Hybridity, Genres of order and integration, 'Genre as cultural category'.

### Half Term 4

**Structuralism:** Lévi-Strauss' ideas and theories on structuralism: Binary oppositions, Mytheme, Cultural codes, Ideological reading, Deconstruction.

### Half Term 5

**Postmodernism:** Pastiche, Bricolage, Intertextuality, Implosion.

**Baudrillard's ideas and theories on postmodernism:** Simulacra, Simulation, Hyperreality.

### Half Term 6

**Representation:** Positive and negative stereotypes, Countertypes, Misrepresentation, Selective representation, Dominant ideology, Constructed reality, Hegemony, Audience positioning.

**Hall's ideas and theories on representation:** Encoding/decoding.

## Year 13

### Half Term 1

**Theories of identity** as summarised by Gauntlett, Fluidity of identity, Constructed identity, Negotiated identity, Collective identity.

### Half Term 2

**Feminist theories:** Male gaze, Voyeurism, Patriarchy, Sexualisation/Raunch Culture, Post-feminism, Female gaze.

**Van Zoonen's ideas and theories on feminist theory:** Gender and power.

**Gender as discourse. hooks' ideas and theories on feminist theory:** Intersectionality.

### Half Term 3

**Theories around ethnicity and postcolonial theory:**

Cultural imperialism, Multiculturalism, Imagined communities, Marginalisation, Orientalism, Otherness (alterity).

**Gilroy's ideas and theories on ethnicity and post-colonial theory:** Diaspora, Double Consciousness

### Half Term 4

**Power and media industries** as summarised by Curran and Seaton, Regulation, Deregulation, Free market, Media concentration, Public Service Broadcasting (PSB), Globalisation, Conglomerates, Neo-liberalism, Surveillance, Privacy, Security.

### Half Term 5

**Audience:** Uses and gratifications, Hypodermic needle theory, Moral panic, Cumulation, Media literacy.

**Bandura's ideas and theories on media effects:** Social learning/Imitation 3.7.1.2

**Cultivation theory** Cultivation theory: Socialisation, Standardisation, Enculturation, Bardic function.

**Gerbner's ideas and theories on cultivation theory:** Cultivation differential, Mainstreaming, Resonance, Mean World Index.

### Half Term 6

**Reception theory:** Agenda setting, Framing, Myth making, Conditions of consumption.

**Hall's ideas and theories on reception theory:** Encoding/decoding, Hegemonic/negotiated/oppositional.

**Fandom:** Prosume, Interactivity.

**Jenkins' ideas and theories on fandom:** Participatory culture, Textual poaching.

