

Student Learning Record				
Eduqas WJEC Media Studies Component Two:				
Section A: Black Mirror and The Returned		Notes	RAG	Rev
Media Language - Camera, Sound, MES, Editing terms and examples (meanings, viewpoints, ideologies)				
Media Language - Use of intertextuality (Black Mirror only)				
Media Language - Narrative Structure				
Media Language - Genre (codes/conventions, change, hybridity and challenging and/or subverting conventions - Black Mirror only)				
Media Language - how audiences respond to and interpret all of the above				
Theories - Todorov (Narratology)				
Theories - Neale (Genre)				
Theories - Levi Strauss (Structuralism)				
Theories - Baudrillard (Postmodernism) Black Mirror only				
Representation - events, groups, issues, individuals (including how - selection/combination)				
Representation - why choices are made				
Representation - social, cultural, historical, industry context/ impact				
Representation - stereotypes (positives and negatives)				
Representation - under-representation, misrepresentation				
Representation - values, attitudes and beliefs				
Representation - how audiences would interpret and respond to all of the above				
Theories - Hall (representation)				
Theories - bell hooks and Van Zoonen (Feminism)				
Theories - Butler (gender performativity)				
Industries - production, distribution, circulation, ownership (companies eg NetFlix, Canel +, Channel 4), specialisation				
Industries - economic factors				

Industries - marketing			
Industries - regulations			
Theories - Curran and Seaton (power)			
Theories - Livingstone and Lunt (regulation)			
Theories - Hesmondhalgh (cultural industries)			
Audience - how producers target, attract, reach address and construct audiences			
Audience - how audiences are grouped and categorised			
Audience - marketing to different audiences			
Audience - how audiences interpret media products (and the effect context has on this)			
Audience - specialised audience e.g. fans, niche			
Theories - Hall (reception theory)			
Theories - Jenkins (fandom - Black Mirror only)			
Analysis of three scene from Black Mirror			
Analysis of three scene from The Returned			
Section B: Woman and Adbusters			
Media Language - Visual, Technical and Written codes, terms and examples (meanings, viewpoints, ideologies)			
Media Language - genre (codes/conventions, change, hybridity)			
Media Language - how audiences respond to and interpret all of the above			
Theories - Barthes (semiotics)			
Theories - Levi Strauss (structuralism)			
Representation - events, groups, issues, individuals (including how - selection/combination)			
Representation - why choices are made			
Representation - social, cultural, historical, industry context/ impact			
Representation - stereotypes (positives and negatives)			
Representation - under-representation, misrepresentation			
Representation - values, attitudes and beliefs			
Representation - how audiences would interpret and respond to all of the above			
Theories - Gauntlett (Identity)			
Theories - bell hooks and Van Zoonen (Feminism)			
Industries - production, distribution, circulation, ownership, specialisation			
Industries - economic factors			

Industries - regulations			
Industries - the impact of digitally convergent platforms (e.g. websites and apps) on production, distribution and circulation (Adbusters only)			
Theories - Curran and Seaton (power)			
Theories - Hesmondhalgh (cultural industries)			
Audience - how producers target, attract, reach address and construct audiences			
Audience - how audiences are grouped and categorised			
Audience - marketing to different audiences			
Audience - how audiences interpret media products (and the effect context has on this)			
Audience - specialised audience e.g. fans, niche			
Theories - Gerbner (cultivation)			
Theories - Hall (reception)			
Analysis of both front covers			
Analysis of articles from Woman including content page (5)			
Analysis of adverts from Woman (3)			
Analysis of articles from Adbusters including letters page (5)			
Analysis of adverts from Adbusters (2)			
Section C: Zoe Sugg and Attitude			
Media Language - how is it used to create meaning, viewpoints, ideologies			
Media Language - new developing technologies			
Media language - genre (codes/conventions)			
Media Language - how audiences respond and interpret all of the above			
Theories - Barthes (semiotics)			
Theories - Levi Strauss (structuralism)			
Theories - Baudrillard (postmodernism)			
Representation - events, groups, issues, individuals (including how - selection/combination)			
Representation - why choices are made			
Representation - social, cultural, historical, industry context			
Representation - stereotypes (positives and negatives)			
Representation - under-representation, misrepresentation			
Representation - values, attitudes and beliefs			
Representation - how audiences would interpret and respond to all of the above			

Representation - how representations could involve discussions around ideology and position the audience (Attitude only)			
Theories - Hall (representation)			
Theories - Gauntlett (identity)			
Theories - Butler (gender performativity)			
Theories - Gilroy (postcolonial and ethnicity)			
Industries - production, distribution, circulation			
Industries - recent technological changes			
Industries - economic factors			
Industries - new digital technologies and the impact on regulations			
Industries - the impact of digitally convergent platforms (the internet)			
Industries - the effect of individual producers on the industry (Zoella only)			
Theories - Livingstone and Lunt (regulation)			
Theories - Hesmondhalgh (cultural industries)			
Audience - how producers target, attract, reach address and construct audiences			
Audience - how audiences are grouped and categorised			
Audience - marketing to different audiences			
Audience - the use of media technologies in the consumption and response to texts			
Audience - how audiences interpret media products (and the effect context has on this)			
Audience - specialised audience e.g. fans, niche			
Theories - Gerbner (cultivation)			
Theories - Jenkins (fandom)			
Theories - Shirky (end of audience)			
Analysis of social media accounts - Zoe Sugg			
Analysis of blog posts - Zoe Sugg (at least 2)			
Analysis of vlogs (at least 3) - Zoe Sugg			
Analysis of Attitude Website (at least 2 pages)			
Analysis of Attitude articles (at least 4)			
Analysis of other socials media accounts - Attitude (at least one youtube video)			