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 - Livingstone and Lunt (regulation)  Theories - Hesmondhalgh (cultural industries)  Audience - how producers target, attract, reach address and construct audiences  Audience - how audiences are grouped and rategorised  Audience - how audiences interpret media products (and the effect context has on this)  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 Adbustes  Media Language - Visual, Technical and Written codes, terms and examples (meanings, viewpoints, ricelogies)  Media Language - genre (codes/conventions, change, hybridity)  Media Language - penre (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 - social, cultural, historical, industry context/ impact  Representation - social, cultural, historical, industry context/ impact  Representation - social, cultural, historical, industry context/ impact  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 - gauntlett (Identity)  Theories - bell hooks and Van Zoonen (Feminism)			
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	Representation - how audiences would interpret and respond to all of the above		
Industries production distribution circulation awaysrhip specialisation			
industries - production, distribution, circulation, ownership, specialisation	Theories - Gauntlett (Identity)		
Industries - economic factors	Theories - Gauntlett (Identity)		

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)		
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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)		