

# Media Studies A-Level



Roding Valley  
HIGH SCHOOL

The ‘big’ skills needed for both GCSE and A Level:

- AO1 – Knowledge and Understanding
- AO2 – Analysis and Interpretation
- AO3 – Creation

OF

L . I . A . R  
(Language/ Industry/ Audience/ Representation)

YEAR	Term 1	Term 2	Term 3
12	<p><b>Topic:</b> TV AND MUSIC VIDEO (The Killing and No Offence) (Billy Jean and Letter to the Free)</p> <p><b>Skills:</b> 1. Memory Recall/ Denotation 2. Language</p> <p><b>Assessment:</b> Annotate screenshots using media language</p>	<p><b>Topic:</b> NEWSPAPERS (Daily Mail and The ‘I’)</p> <p><b>Skills:</b> 1. Industry</p> <p><b>Assessment:</b> QUIZ</p> <p>5 x Examples of Industry techniques shown within the papers.</p>	<p><b>Topic:</b> MAGAZINES (Oh Comely and Men’s Health)</p> <p><b>Skills:</b> 1. Representation</p> <p><b>Assessment:</b> GRID</p> <p>5 x Examples of how men are represented in Men’s Health AND 5 x Examples of female representation in Oh Comely</p>
13	<p><b>Topic:</b> ADVERTISING AND MARKETING (Score and Maybelline)</p> <p><b>Skills:</b> 1. Audience</p> <p><b>Assessment:</b> BULLET POINT LIST</p> <p>.....</p> <p>POSITIVE AND NEGATIVE ROLE MODELS</p> <ul style="list-style-type: none"><li>• For Black and Gay in Maybelline</li><li>• For Male in Score</li></ul>	<p><b>Topic:</b> ONLINE (The Voice, Teen Vogue, Tomb Raider, Metroid Prime and Sims Freeplay)</p> <p><b>Skills:</b> 1. Application &amp; Connotation of L.I.A.R.</p> <p><b>Assessment:</b> Paper 2 PPE</p>	<p><b>Topic:</b> RADIO AND FILM (RADIO- War of the Worlds AND The Surgery) (FILM- Chicken)</p> <p><b>Skills:</b> 1. Application of all of LIAR.</p> <p><b>Assessment:</b> Sample Exam Papers</p>

By the end of Year 13 our students can:

UNDERSTAND AND APPLY THE THEORETICAL FRAMEWORK OF MEDIA (LIAR) TO THE 3 MEDIA PLATFORMS (OAP) AND CSP’s.

