## LEARNING **JOURNEY**

## Media



Industry and Audiences: Advertising and Marketing

## Year 12 Autumn Term 1

The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase. In this unit, you will be exposed to the basics of the theoretical framework – Media Language, Representation, Industry, Audience and Contexts – to develop your knowledge of how to read media and how ownership affects production through semiotic encoding for the benefit of the institution.

Introduction to Audience: How are audiences respond to media texts?

Introduction to **Industry**: How does ownership affect media production?

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**Print-Advertising** Audiences: How do historical, social contexts affect Tide?

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ununun Assessment Point: Synoptic assessment practice bringing in other aspects of the theoretical framework

Audio-visual Advertising audiences: How are audiences targeted by the Super. Human. Advert?

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Film Marketing Executive Social Media Manager Audience Measurement

Film Contexts:

Introduction to film marketing

Film Industries: How does regulation affect mainstream film production? - Black Panther Film Industries: How might political and economic situations affect mainstream film production and distribution? -Black Panther



Film Industries: How might political and economic situations affect niche film production and distribution? -1,

Events Manager

Video Editor

Commercial Communications

\*\*\*\*\* Daniel Blake

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Film Industries: How does regulation affect niche film production? -I, Daniel Blake



Consolidation of learning and summative assessment

## **TUDOR HABITS AND VALUES: Curious**

Much of this unit is focused on WHY? Why is that target audience selected? Why does that producer have that believe? Why has that context impacted the decisions of the institution? You will be propelled by your desire to interrogate these questions and your curiosity will lead you to success.

**VOCABULARY**: Reception,

Segmentation, Synoptic, Conglomerate, Niche