



# Gordon's School Media Studies Department

## A-Level - Curriculum Map



### Key Words:

RAIL: Representation / Audience / Industries / Language

PEAL: Point / Evidence / Analysis / Link

Mise-en-scene

Perspectives: Feminism / Marxism / Postmodernism / Post-colonialism

### Key Theories:

Bulter's gender performativity theory  
 Bulmer and Katz- uses and gratifications  
 Cohen's moral panic theory  
 Gauntlett's identity theory  
 Hall's reception and representation theory  
 Jenkins' participatory culture theory  
 Mulvey's Male Gaze theory  
 Neale's genre theory  
 Strauss- binary oppositions  
 Todorov's narrative theory  
 Van Zoonen's gender and representation theory

**Year 13**

**Revision of Paper 2**  
 All aspects of RAIL

Submitting final NEA of statement of intent and creative pieces.

**Revision of Paper 1**

NEA – completing draft.

Section A – Representation and language

Paper 1

Section B- Audience and Industries

**Paper 2** Online Media CSP  
 The Voice newspaper and

Taylor Swift social media



NEA Creative 2- first draft

Deepening Concepts  
 NEA statement of intent  
 NEA Creative piece 1

**Paper 2**  
 Video games  
 Horizon Forbidden West  
 Magazines CSP Gentlewoman

**Paper 2** Magazines GQ

NEA creative research  
 Choose NEA Brief

**Paper 1** Film  
 Blinded by the Light CSP  
 Industries

**Paper 2** Video games  
 The Sims CSP  
 All aspects of RAIL

Introduction to NEA research

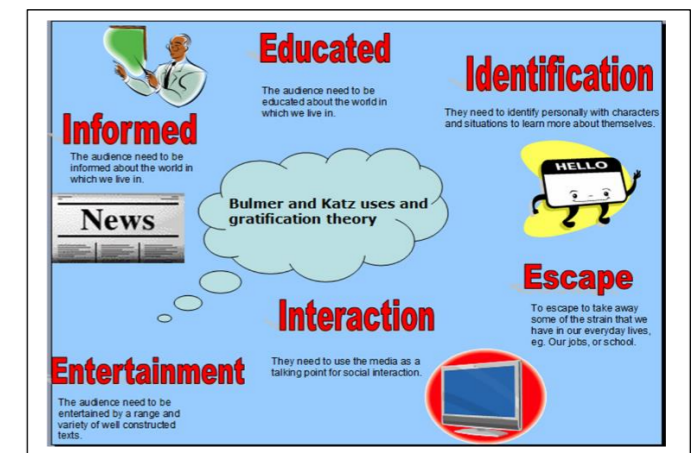
Revision for mock exams for  
**full Paper 1.**

**Paper 1** Ghost Town CSP

Dyer's music video theory  
 Gilroy postcolonial theory

**Paper 1** War of the Worlds CSP  
 Audience and Industries

Old Town Road music video CSP  
 Language and Representation  
 Dyer's music video theory  
 Gilroy postcolonial theory



**Year 12**

Intro to RAIL Key concepts:  
**Representation**  
**Audience**  
**Industries**  
**Language**

Introduction to theories:  
 Audience, uses and gratifications, Neale's genre theory, Hall's reception theory and representation theory.

**Paper 1:** Score CSP  
 Representation and Language  
 Feminism- Mulvey, bel hooks, Van Zoonen, Butler.  
 Newspapers – The Guardian and The Daily Mail  
 Audience and Industries

**Paper 1** Sephora, Black Beauty is Beauty CSP- Representation and Language  
 Feminism, Postmodernism, Gauntlett's identity theory and Jenkins' participatory culture.

**Paper 2** Lupin TV series CSP  
 All aspects of RAIL  
 Neale's genre theory  
 Hall's representation theory

**Paper 2**  
 TV series CSP The Responder  
 All aspects of RAIL  
 Neale's genre theory  
 Hall's representation theory



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