

OCR J200 GCSE Media Unit Content Guide



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OCR J200 GCSE Media Studies Unit 3 NEA 5 Lessons

Select a product similar to the brief you have chosen/are considering
This is an exemplar – apply these scaffold tasks to a teen music magazine/site of your own choosing

Brief One: We Love Pop (Egmont media) was a teen pop magazine. Launched in July 2011 it closed in September 2017. It was aimed at teenage girls in the 13-16 age demographic.

Initial research: analyse an issue/cover feature:

- How is Rhianna represented?
- How is this constructed by the

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OCR J200 GCSE Media Studies Unit 3 NEA 5 Lessons

Select a product similar to the brief you have chosen/are considering
This is an exemplar – apply these scaffold tasks to a teen music magazine/site of your own choosing

Brief Four: CenterPoint poster and website campaign targeted at youth demographic.

NEA TASK 1B

Charity campaign website

Initial research: analyse artwork for the charity

- How is Centrepoint represented?
- How is this constructed by the use of media language – the images, the taglines, use of intertextuality, the context etc.?
- How is representation used to construct meaning and understanding for the target demographic?

edusitesmedia

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OCR J200 GCSE Products	Assessment Sector	Framework	Context	Edusites Unit
Cuffs , Series 1, Episode 1, BBC1	Television Component 01 Section A	Language Representations Industries Audiences	Social Cultural Historical	Unit 4
The Avengers , Series 4, Episode 1, ITV	Television Component 01 Section A	Language Representations Industries Audiences	Social Cultural Historical	Unit 5
The Lego Movie poster campaign and UK TV trailer	Advertising and Marketing Component 01 Section B	Language Representations Audiences	Social Cultural	Unit 1
The Lego Movie film	Film (Industries only) Component 01 Section B	Industries	Social Cultural	Unit 1
The Lego Movie video game	Video Games Component 01 Section B	Industries Audiences Language	Social Cultural	Unit 1
MOJO magazine	Magazines Component 02 Section A	Language Representations Industries Audiences	Social Cultural	Unit 1
Wheatus – Teenage Dirtbag Avril Lavigne – Sk8ter Boi	Music Video: Pair 1 Component 02 Section A	Language Representations Audiences	Social Cultural	Unit 3
Mark Ronson, Bruno Mars – Uptown Funk Beyonce – If I Were a Boy	Music Video: Pair 2 Component 02 Section A	Language Representations Audiences	Social Cultural	Unit 3
The Vamps feat. Demi Levato – Somebody To You Little Mix – Black Magic	Music Video: Pair 3 Component 02 Section A	Language Representations Audiences	Social Cultural	Unit 3
Tinie Tempah, Jess Glynne – Not Letting Go Paloma Faith – Picking Up the Pieces	Music Video: Pair 4 Component 02 Section A	Language Representations Audiences	Social Cultural	Unit 3
The Live Lounge: Radio One	Radio Component 02 Section A	Industries Audiences	Social Cultural Political	Unit 3
The Observer/Guardian website and social media	Online, social and participatory media Component 02 Section B	Language Representations Industries Audiences	Social Cultural Political	Unit 2
The Observer : two contemporary front covers and the front covers of historical issues: The Observer 30 October 1966 The Observer 6 November 1966 The Observer 20 October 1968 The Observer : one complete contemporary edition	Newspapers Component 02 Section B	Language Representations Industries	Social Cultural Political Historical	Unit 2

Unit 1 Media Language - Complete

Core Lessons

- **Lesson 1:** Approaches to Developing Language - Deep Water
- **Lesson 2:** Denotation & Connotation - Captain America & Skyfall
- **Lesson 3:** Context - Denotation & Connotation - Bad Boys 3
- **Lesson 4:** Context - Denotation & Connotation - Samsung & Toyota
- **Lesson 5:** Icons - Denotation & Connotation - Dave, Heat and Gap
- **Lesson 6:** Context - Polysem & Anchorage - Beckham & Linekar
- **Lesson 7:** Semiotics - KitKat
- **Lesson 8:** Summary - Convention - Sky and Crime Drama
- **Lesson 9:** Convention - Magazine Front Covers
- **Lesson 10:** Mise-En-Scene - Shots and Framing
- **Lesson 11:** Mise-En-Scene - Diagetic/Non Diagetic Sound
- **Lesson 12:** Mise-En-Scene - Editing
- **Lesson 13:** Mise-En-Scene - Setting, Costume and Lighting
- **Lesson 14:** Narrative - Patterns - Todorov
- **Lesson 15:** Narrative - Patterns - Propp
- **Lesson 16:** Narrative - Style - Todorov
- **Lesson 17:** Narrative - Style - Todorov
- **Lesson 18:** Narrative - Theory - Binary Opposition Levi Strauss
- **Lesson 19:** Narrative - Location
- **Lesson 20:** Learning review

Set Product Lessons

- **Lesson 1:** What's in the Exam?
- **Lesson 2:** Image Analysis - The Lego Movie
- **Lesson 3:** Industry Campaign Analysis - The Lego Movie
- **Lesson 4:** Industry and Audience - The Lego Movie
- **Lesson 5:** Print Analysis - The Lego Movie
- **Lesson 6:** Exemplar Task Walk Through - The Lego Movie
- **Lesson 7:** Print Analysis - Mojo
- **Lesson 8:** Mode of Address - Mojo & Music Magazine
- **Lesson 9:** Design - Mojo
- **Lesson 10:** Comparison - Mojo & Rolling Stone

NEA Lessons

- **Lesson 1:** NEA Specific and Brief Selection
- **Lesson 2:** Research - Mock NEA
- **Lesson 3:** Research - Magazine Layout
- **Lesson 4:** Research - Magazine Conventions
- **Lesson 5:** Putting it Together - Mock Presentations

Unit 2 Media Representation - Complete

Core Lessons

- **Lesson 1:** Introduction to Representation
- **Lesson 2:** Representation - Magazine Front Covers
- **Lesson 3:** Mediation - McDonalds & Jordans
- **Lesson 4:** Mediations - Selections - Silverstone - Lohan & Winehouse
- **Lesson 5:** Effects Debate - Covergirl
- **Lesson 6:** Effects Debate - Pretty Little Liars & Tabloids
- **Lesson 7:** Effects Debate - Barthes - Kelloggs
- **Lesson 8:** Effects Debate - Explicit & Implicit - Perfume Advertising
- **Lesson 9:** Effects Debate - Shot Selection & Ordering
- **Lesson 10:** Effects Debate - Stereotypes
- **Lesson 11:** Effects Debate - Gender Stereotypes - Cosmopolitan
- **Lesson 12:** Effects Debate - Gender Stereotypes - Arthur
- **Lesson 13:** Effects Debate - Gender Stereotypes - Men's Health
- **Lesson 14:** Mediated Representations - Newspapers
- **Lesson 15:** Narrative Structure - Newspapers
- **Lesson 16:** Effects Debate - Newspapers - Ethnicity & Nationality
- **Lesson 17:** Impact of Representations - Propp - ComicCon
- **Lesson 18:** Review - Saturation
- **Lesson 19:** Developed Responses
- **Lesson 20:** Extended Responses

Set Product Lessons

- **Lesson 1:** Exam Structure and AOs
- **Lesson 2:** Narrative - Newspapers
- **Lesson 3:** Social and Cultural Contexts - Newspapers
- **Lesson 4:** Social and Cultural Contexts - 1960s Newspapers
- **Lesson 5:** Social and Cultural Contexts - Comparison Newspapers
- **Lesson 6:** Audience - Newspapers
- **Lesson 7:** Narrative - Newspapers
- **Lesson 8:** Rebranding - Newspapers
- **Lesson 9:** Regulation - Newspapers
- **Lesson 10:** Mock - Newspapers
- **Lesson 11:** Mock - Newspapers

NEA Lessons

- **Lesson 1:** The Rules, Brief and Choices
- **Lesson 2:** Research - Gathering Data - Mock
- **Lesson 3:** Research - Genre - Mock
- **Lesson 4:** Applying Skills - Mock
- **Lesson 5:** Exemplar Scaffolding Tasks

Unit 3 Media Audience

Core Lessons

- **Lesson 1:** Audience Key Ideas - GQ
- **Lesson 2:** Audience History & Consumption - Call of Duty
- **Lesson 3:** Measuring Audience - Global, Mass, National & Niche
- **Lesson 4:** Audience Identity - Demographics - Ethnography - Psychographics
- **Lesson 5:** Profiling - Ethnographic - Psychographic - Blumler & Katz
- **Lesson 6:** Applying Research - Consumption Analysis
- **Lesson 7:** The Effects Debate - Barnardo's & NHS
- **Lesson 8:** The Effects Debate - Hypodermic Needle - War of the Worlds
- **Lesson 9:** The Effects Debate - Cultivation Theory - Gerbner & Gross
- **Lesson 10:** Two-Step Flow - Young & Rubicam - Lazarsfeld - Influencers
- **Lesson 11:** Imaginary Entities - Fiske & Hartley - Ang
- **Lesson 12:** Uses & Gratification Model - Blumler & Katz - Hall
- **Lesson 13:** Uses & Gratification Model - Benefits Street - The Apprentice
- **Lesson 14:** Reception Theory - Hall - Encoding/Decoding model
- **Lesson 15:** Reception Theory - Readings - Spice Girls
- **Lesson 16:** Fragmented Audience - Consumption - Morley - Friends
- **Lesson 17:** Fragmented Audience - Fandom - Jenkins - Participatory Culture
- **Lesson 18:** Media Today - Moral Panics - Cohen's Model
- **Lesson 19:** Media Today - Prosumers - The Third Wave
- **Lesson 20:** Media Today - Prosumers - Newspaper Broadsheets & Tabloids

Set Product Lessons

- **Lesson 1:** Paper 2 Section A Set Products
- **Lesson 2:** Conventions - Goodwin - Music Videos
- **Lesson 3:** Values - Subculture & Hebdige - Music Video
- **Lesson 4:** Intertextuality - Contexts - Wheatus
- **Lesson 5:** Context - Meaning & Shot Type - Avril Lavigne
- **Lesson 6:** Language & Representation - Comparison
- **Lesson 7:** Language & Representation - Dyer - Beyonce
- **Lesson 8:** Language & Representation - Mars/Ronson
- **Lesson 9:** Language & Representation - Comparison - Mars/Ronson
- **Lesson 10:** Representation - Shots - Dyer - Tempah
- **Lesson 11:** Shots - Dyer & Goodwin - Faith
- **Lesson 12:** Comparison - Exam Questions - Faith & Tempah
- **Lesson 13:** Narrative - Dyer & Goodwin - Little Mix
- **Lesson 14:** Shots - Conventions - Intertextuality - The Vamps
- **Lesson 15:** Representation - Comparison - The Vamps & Little Mix
- **Lesson 16:** Industry and Audience - Live Lounge
- **Lesson 17:** Audience - Live Lounge
- **Lesson 18:** Convergence - Live Lounge
- **Lesson 19:** Industry & Regulation - Live Lounge
- **Lesson 20:** Analysis & Identity - Live Lounge

NEA Lessons

- **Lesson 1:** Researching Media Language
- **Lesson 2:** Researching Representations
- **Lesson 3:** Representation of character
- **Lesson 4:** Aligning Audience
- **Lesson 5:** Gathering learning

Unit 4 Media Industry

Core Lessons

- **Introductory Lesson**
- **Lesson 1:** Defining Institutions - Disney and Film
- **Lesson 2:** Refining Institutions - Convergence, Synergy & Globalisation
- **Lesson 3:** Expanding Institutions - Horizontal & Vertical Integration
- **Lesson 4:** Funding Institutions - Subscription, Licence & Advertising
- **Lesson 5:** TV Institutions - BBC, Channel 4, Satellite & Cable
- **Lesson 6:** TV Institutions - Context & Consumption
- **Lesson 7:** TV Institutions - Scheduling & Broadcasting
- **Lesson 8:** Print Institutions - Analysing Tabloids & Broadsheets
- **Lesson 9:** Film Institutions - Hollywood
- **Lesson 10:** Digital Institutions - Convergence
- **Lesson 11:** Neale - Genre - Billie-Jean & Letter to the Free
- **Lesson 12:** Genre - Serial TV Drama
- **Lesson 13:** Blumler and Katz - Genre - TV Serial
- **Lesson 14:** Todorov - Binary Opposition - Luther
- **Lesson 15:** Ownership - Gatekeeping - News
- **Lesson 16:** Regulation - Film, Print & Online
- **Lesson 17:** Who's show is it anyway?

Set Product Lessons

- **Lesson 1:** The OCR Set Study Products
- **Lesson 2:** Social Contexts - Media Products
- **Lesson 3:** Modern Era Industry - Cuffs
- **Lesson 4:** Social Values - Cuffs
- **Lesson 5:** Genre - Neale - Cuffs
- **Lesson 6:** Narrative - Todorov - Cuffs
- **Lesson 7:** Audience - BBC - Cuffs
- **Lesson 8:** Production - Tiger Aspect - Cuffs
- **Lesson 9:** Representation - Gender - Cuffs
- **Lesson 10:** Tasks - Applying Knowledge - Cuffs

Unit 5 Final Set Product Lessons

- **Lesson 1:** The OCR Set Study Products
- **Lesson 2:** Social Contexts - Media Products
- **Lesson 3:** Sixties Era Industry - The Avengers Series
- **Lesson 4:** Social Values - Characters or Tropes? - The Avengers
- **Lesson 5:** Genre - Neale - The Avengers
- **Lesson 6:** Narrative - Todorov - The Avengers
- **Lesson 7:** Audience - ITV - The Avengers
- **Lesson 8:** Britishness and Identity - The Avengers
- **Lesson 9:** Representation - Gender - The Avengers
- **Lesson 10:** Tasks - Applying Knowledge - The Avengers

Unit 6 Revision Unit

We are constructing these Units at the moment so if there is something you would like to see then please email our revision guru:

emily@edusites.co.uk

OCR J200 GCSE Mock Exam Pack

Printable PDF papers:

- OCR J200 GCSE Media Paper 1 Section A
- OCR J200 GCSE Media Paper 1 Section B
- OCR J200 GCSE Media Paper 2 Section A
- OCR J200 GCSE Media Paper 2 Section B

Files to mark the exam papers:

- OCR J200 GCSE Media Paper 1 Section A Indicative Content
- OCR J200 GCSE Media Paper 1 Section B Indicative Content
- OCR J200 GCSE Media Paper 2 Section A Indicative Content
- OCR J200 GCSE Media Paper 2 Section B Indicative Content

