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| **Media Language** | R | A | G |
| I can identify how different modes and language associated with different media forms communicate meaning |  |  |  |
| I can analyse how the combination of elements of media language influence meaning |  |  |  |
| I can identify how developing technologies affect media language |  |  |  |
| I can analyse the codes and conventions of media forms and products, including the processes through which media language develops as genre |  |  |  |
| I can identify the processes through which meanings are established through intertextuality |  |  |  |
| I can identify how audiences respond to and interpret the above aspects of media language  |  |  |  |
| I understand the significance of the varieties of ways intertextuality can be used in the media  |  |  |  |
| I can explain the way media language incorporates viewpoints and ideologies |  |  |  |
| I can apply Barthes’ theory of semiotics to the text |  |  |  |
| I can apply Levi-Strauss’ structuralism theory to the text |  |  |  |
| **Representation** | R | A | G |
| I can identify the way events, issues, individuals and social groups are represented through the process of selection and combination |  |  |  |
| I can analyse the way in which media constructs **versions of reality** through re-presentation |  |  |  |
| I can identify the processes which lead media producers to make choices about how to represent events, issues, individuals and social groups |  |  |  |
| I can analyse the effect of social and cultural context on representation |  |  |  |
| I can identify how and why stereotypes can be used positively and negatively |  |  |  |
| I can explain how and why particular social groups, in a national and global context may be under-represented or misrepresented |  |  |  |
| I can identify how media representations convey values, attitudes and beliefs about the world and how these may be systematically reinforced across a wide range of media representations |  |  |  |
| I can explain how audiences respond to and interpret media representations |  |  |  |
| I can analyse the effect of historical context on representations  |  |  |  |
| I can explain how representations invoke discourses and ideologies and position audiences |  |  |  |
| I can identify how audience responses to and interpretations of media representations reflect social, cultural and historical circumstances |  |  |  |
| I can apply Hall’s theory of representation to the text |  |  |  |
| I can apply Gauntlett’s theory of representation to the text |  |  |  |
| I can apply Van Zoonen’s feminist theory of representation to the text |  |  |  |
| I can apply Van Bell-Hook’s feminist theory of representation to the tex­­ |  |  |  |