

## Media Studies – Water Aid Checklist

<b>Media Contexts - Historical</b>	<b>R</b>	<b>A</b>	<b>G</b>
I can identify how genre conventions link to historical context			
I can analyse the effect of historical context on representations			
I can identify the relationship of recent technological change and media production, distribution and circulation			
I can spot the way different audience interpretations reflect historical circumstances			
<b>Media Contexts – Social and Cultural</b>			
I can explain how genre conventions are socially relative			
I can explain the effect of social and cultural contexts on representations			
I can explain how and why particular social groups, in a national and global context, may be under-represented or misrepresented			
I can explain how audience responses to and interpretations of media products reflect social and cultural circumstances			
<b>Media Contexts – Economic</b>			
I can analyse how media products relate to their economic contexts in terms of production, distribution and circulation in a global context			
I can analyse how media products relate to their economic contexts in terms of the significance of patterns of ownership and control			
I can analyse how media products relate to their economic contexts in terms of the significance of economic factors, including funding			
<b>Media Contexts – Political</b>			
I can analyse how media products reflect the political contexts in which they are made through their representations, themes, values, messages and ideologies			
I can identify how media products reflect the political contexts in which they are made through aspects of their ownership and political orientation, production, distribution, marketing, regulation, circulation and audience consumption			
I can explain and evaluate the relevant institutional aspects of a film's production			
I can explain and evaluate the key features of the production process including financial and technological opportunities and constraints.			

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<b>Media Language</b>	<b>R</b>	<b>A</b>	<b>G</b>
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			
<b>Representation</b>	<b>R</b>	<b>A</b>	<b>G</b>
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 <b>versions of reality</b> 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 text			

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<b>Audiences</b>	<b>R</b>	<b>A</b>	<b>G</b>
I can identify how audiences are grouped and categorised by media industries, including by age, gender and social class, as well as by lifestyle and taste			
I can analyse how media producers target, attract, reach, address and potentially construct audiences			
I can explain how media industries target audiences through the content and appeal of media products and through the ways in which they are marketed, distributed and circulated			
I can explain how audiences interpret the media, including how and why audiences may interpret the same media in different ways			
I can identify how audiences use media in different ways, reflecting demographic factors as well as aspects of identity and cultural capital			
I can explain the way in which different audience interpretations reflect social, cultural and historical circumstances			
I can apply Gerber's Cultivation theory			
I can apply Hall's reception theory			