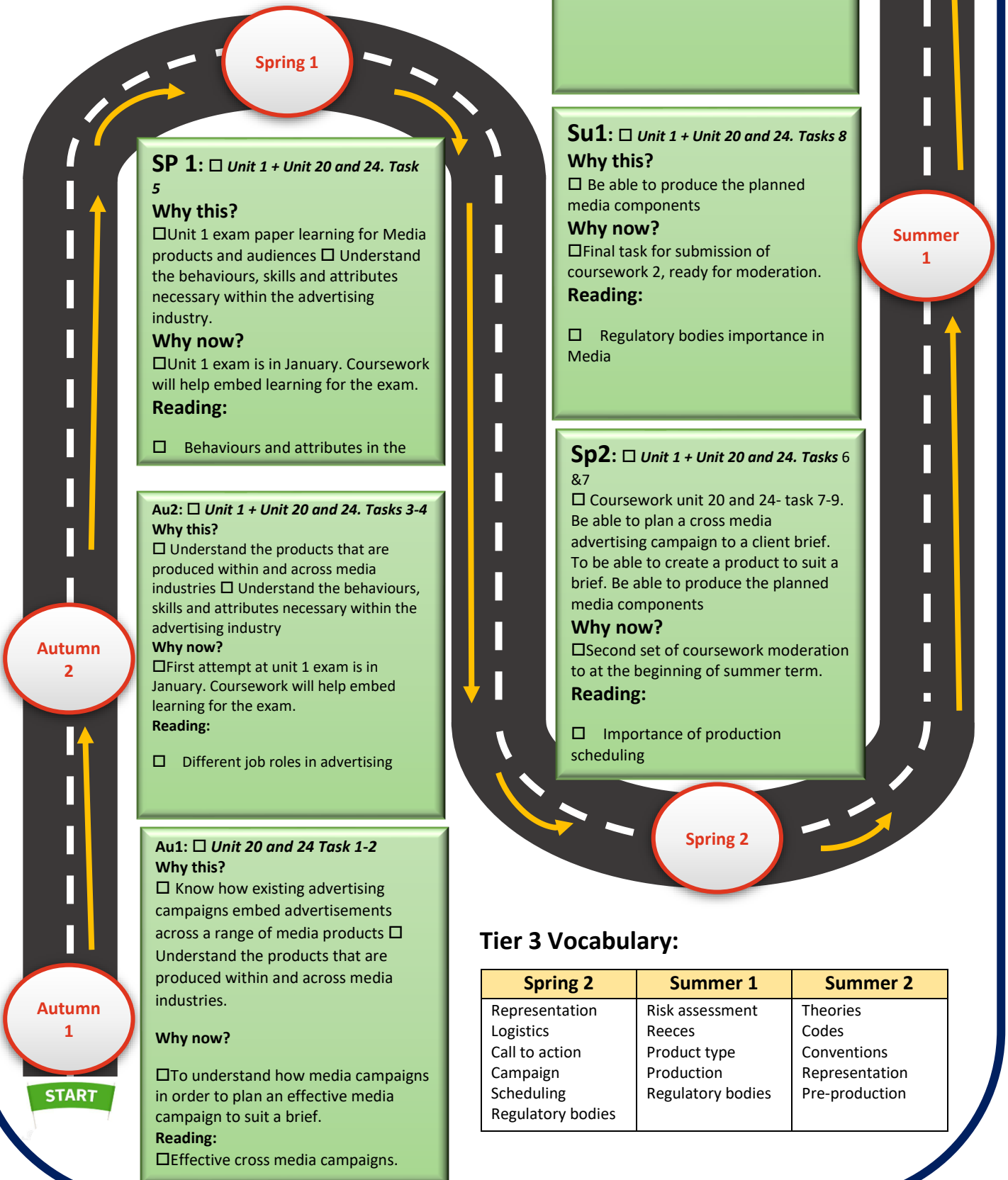




KS5 Digital Media Learning Journey

Tier 3 Vocabulary:

Autumn 1	Autumn 2	Spring 1
Conglomerate Independent Cross media ownership Commercial Public service broadcaster	Joint venture Vertical integration Horizontal integration Synergy traditional Contemporary	Technological Convergence Mise-en-Scene Denotation and connotation



Tier 3 Vocabulary:

Spring 2	Summer 1	Summer 2
Representation Logistics Call to action Campaign Scheduling Regulatory bodies	Risk assessment Reeces Product type Production Regulatory bodies	Theories Codes Conventions Representation Pre-production