Topics to cover in A2 syllabus

**Theories around ethnicity and postcolonial theory:**

• Cultural imperialism

• Multiculturalism

• Imagined communities

• Marginalisation

• Orientalism

• Otherness (alterity).

**Gilroy's ideas and theories on ethnicity and post-colonial theory:**

• Diaspora

• Double Consciousness

**Postmodernism:**

• Pastiche

• Bricolage

• Intertextuality

• Implosion.

**Baudrillard's ideas and theories on postmodernism:**

• Simulacra

• Simulation

• Hyperreality

**Feminist theories:**

• Male gaze

• Voyeurism

• Patriarchy

• Sexualisation/Raunch Culture

• Post-feminism

• Female gaze.

**Van Zoonen's ideas and theories on feminist theory:**

• Gender and power

• Gender as discourse.

**Hooks' ideas and theories on feminist theory:**

• Intersectionality.

**Theories of gender performativity:**

• Sex and gender.

**Butler's ideas and theories on gender performativity:**

• Gender as performativity ('a stylised repetition of acts')

• Gender as historical situation rather than natural fact

• Subversion.

**Fandom:**

• Prosumer

• Interactivity.

**Jenkins' ideas and theories on fandom:**

• Participatory culture

• Textual poaching.

**'End of audience' theories:**

• Digital natives

• 'We the media'

• Web 2.0

• Convergence

• Prosumer.

**Shirky's ideas and theories on 'End of audience':**

• Mass amateurisation

• Cognitive surplus

**Regulation as summarised by Livingstone and Lunt**

• Public sphere

• Governance

• Regulation

• Public interest/PSB

• Media literacy

• Power

• Value

• Transnational culture

• Globalisation.

**Cultural industries as summarised by Hesmondhalgh**

• Cultural industries

• Commodification

• Convergence

• Diversity

• Innovation

• Conglomeration

• Vertical integration

• Cultural imperialism.

Topics already covered in AS syllabus

**Semiotics:**

• Sign

• Signifier

• Signified

• Dominant signifier

• Icon

• Index

• Code

• Symbol

• Anchorage

• Ideology

• Paradigm

• Syntagm.

**Barthes' ideas and theories on semiotics:**

• Signification

• Denotation

• Connotation

• Myth.

**Genre theory as summarised by Neale**

• Conventions and rules

• Sub-genre

• Hybridity

• Genres of order and integration

• 'Genre as cultural category'.

**Narratology:**

• Narrative Codes

• Narration

• Diegesis

• Quest narrative

• 'Character types'

• Causality

• Plot

• Masterplot.

**Todorov's ideas and theories on narratology:**

• Narrative structure

• Equilibrium

• Disruption

• New equilibrium.

**Lévi-Strauss' ideas and theories on structuralism:**

• Binary oppositions

• Mytheme

• Cultural codes

• Ideological reading

• Deconstruction

**Theories of representation:**

• Positive and negative stereotypes

• Countertypes

• Misrepresentation

• Selective representation

• Dominant ideology

• Constructed reality

• Hegemony

• Audience positioning.

**Hall's ideas and theories on representation:**

• Encoding/decoding.

**Theories of identity as summarised by Gauntlett**

• Fluidity of identity

• Constructed identity

• Negotiated identity

• Collective identity

**Media effects**

• Uses and gratifications

• Hypodermic needle theory

• Moral panic

• Cumulation

• Media literacy.

**Bandura's ideas and theories on media effects:**

• Social learning/Imitation (**B. F. Skinner**)

**Cultivation theory:**

• Socialisation

• Standardisation

• Enculturation

• Bardic function.

**Gerbner's ideas and theories on cultivation theory:**

• Cultivation differential

• Mainstreaming

• Resonance

• Mean World Index.

**Reception theory:**

• Agenda setting (Chomsky)

• Framing (Chomsky)

• Myth making (Barthes / Chomsky / Althusser)

• Conditions of consumption.

**Hall's ideas and theories on reception theory:**

• Encoding/decoding

• Hegemonic/negotiated/oppositional.