

## Overall Curriculum goals

Media Studies encourages students to be creative, practical, analytical, and thoughtful. Media Studies students develop high level analytical skills as well as cultivate the foundations of practical skills from areas of the media industry. We aim to equip students with skills and knowledge that will help them to understand the messages being sent – and often manipulated – by the mass media, thereby becoming socially, ethically, and aesthetically aware of the many influences around them in a rapidly changing technological world. The Media Studies curriculum aims to enable students to become critical, intelligent consumers of media texts who understand the mass media’s power to influence, shape and define our concepts of identity, reality and social values. Students are provided with opportunities to develop their media literacy skills by decoding, analysing, and evaluating challenging texts from a range of platforms. We aim to empower and inspire students to express themselves through construction of creative, original, and thought-provoking media products that are appropriate for the contemporary landscape but also foster an environment that encourages independent thinking.

## YEAR 12

Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
<p><b>Introduction to technical language</b> through unseen texts, including sound, shot types and mise-en-scene. PAPER 1 SEC A</p> <p><b>Introduction to symbolic language</b> through unseen texts, including signs, signifiers and connotation. PAPER 1 SEC A</p> <p><b>Close Study Product: Music Video</b> the study of one product with cultural and social significance, allowing for an analysis of the contexts in which they are produced and consumed (Letter to the Free PAPER 1 SEC A</p>	<p><b>Close Study Product: Film</b> – a study of the shifting patterns of audience consumption and the impact of new digital media (Blinded By the Light) PAPER 1 SEC B</p> <p><b>Close Study Product: Television</b> – this study looks at the role of popular culture in examining past history as well as provide an in-depth study of genres (No Offence &amp; The Killing) PAPER 2</p>	<p><b>Close Study Product: Video games</b> – This study focuses on representational issues of gender within the industry and the changing relationships between the audience and the consumer. (Tomb Raider Anniversary, Sims Freeplay). PAPER 2</p>	<p><b>Close Study Product: Newspapers</b> - a study of historical, social, cultural and political significance of print news which offers opportunities for interpretation and comparison of contrasting ideologies (The Daily Mail and The Guardian) PAPER 1 SEC B</p> <p><b>Close Study Product: Radio</b> – a study of the power and influence of radio as a form during its early days of broadcasting (War of the Worlds) PAPER 1 SEC B</p>	<p><b>Close Study Product: Advertising and Marketing</b> - a study of the dynamic and changing relationships between media forms, products and audiences while considering the historical, social and cultural contexts of the platform PAPER 1 SEC A</p> <p><b>Year 12 Finals Prep</b></p> <p>Students will understand the structure of the exam, key assessment objectives and knowledge of how the framework is applied.</p>	<p><b>Introduction to NEA (research &amp; pre-production)</b></p> <p>Students will begin researching existing products within the contemporary media landscape appropriate to chosen brief.</p>
Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas
<p>Students to engage with several media products and identify media language use, genre codes, narrative devices. Practical analysis tasks identifying media platforms/ genres and their conventions. Understand representations of ethnicity in</p>	<p>Identify characteristic of an independent film release, with consideration of budget, distribution, exhibition.</p> <p><b>Role of the BBFC – Regulation and control</b></p>	<p>Awareness of how media producers target, attract, reach, address and potentially construct audiences.</p> <p>Understand how audiences use media in different ways, reflecting demographic factors as well as aspects of identity and cultural capital.</p>	<p>Continued understanding of how processes of production, and circulation shape the texts in specialised industry contexts. Detailed understanding of the impact and effects of technological change including digital convergence and the</p>	<p>Knowledge and understanding of the persuasive techniques used in the advert and issues surrounding brand values, brand message, brand personality and brand positioning.</p> <p>Analysis of the way the media, through re-presentation, constructs versions of reality and how/ why</p>	<p>Begin developing creative ideas for NEA. Show understanding of how to support or challenge current ideologies.</p>

<p>context and these representations invoke discourses and ideologies and position audiences</p> <p>Photoshop skill development</p>	<p>Consider the way in which different audience interpretations reflect social, historical and cultural circumstances.</p> <p>Understanding of narratology, including the appeal of structures.</p> <p>Recognition of genre conventions and audience appeal.</p> <p>Apply analysis of how representations convey values, attitudes and beliefs about the world.</p> <p>Understand the production, distribution and exhibition of the product that shows how audiences can be reached, both on a national and global scale, through different media technologies by broadcast and digital technologies.</p> <p>Foley Sound recording</p>	<p>Continued understanding of distribution techniques and the use of traditional marketing and distribution, including limitations created by independent budgets.</p>	<p>relationship between the print product and new digital media.</p> <p>Analysis of the mode of address and techniques of persuasion used to create a consensus for a particular set of beliefs and values.</p> <p>Understand composition of images, positioning, layout, typography, language and mode of address to attract specific audience.</p> <p>Continued understanding of genre conventions of print media as a way of examining audience targeting, positioning and interpretation.</p> <p>Awareness of institutional strategies for keeping print popular and relevant in the contexts of developing technology and competition from other brands.</p> <p>Knowledge of the historical contexts of radio broadcasting - seen as direct competition to newspapers, which had previously been the only way of receiving news.</p> <p>Knowledge of media regulation and the effect of individual producers on media industries.</p>	<p>stereotypes can be used positively and negatively.</p> <p>Organisation of knowledge. Revision techniques.</p> <p>Application of the theoretical framework.</p> <p>Exam writing skills.</p> <p>Continued analysis of how audience responses reflect social, cultural and historical attitudes</p>	
---	---	--	--	---	--

**CIAG: Students will be introduced to the extensive range of careers within the media industry.**

## YEAR 13

Half Term 1	Half Term 2	Half Term 3	Half Term 4	Half Term 5	Half Term 6
<p><b>NEA Practical Work</b></p> <p><b>Close Study Product: Music Video</b> the study of a products which possesses cultural and social significance, allowing for an analysis of the contexts in which they are produced and consumed (Ghost Town) PAPER 1 SEC A</p> <p><b>Close Study Product: Advertising and Marketing continued</b> (Score hair cream PAPER 1 SEC A</p>	<p><b>Close Study Product: Online, social and participatory media</b> –the study of two culturally texts that are aimed at niche audiences who have often been negatively stereotyped in the mainstream media. (Teen Vogue and The Voice online) PAPER 2</p> <p><b>Mock examination Prep</b></p> <p>Revising the structure of exam papers including Assessment Objectives and which areas of the media framework are assessed.</p>	<p><b>Close Study Product: Magazine</b> an in-depth study that considers issues of ownership, production, funding, technologies and regulation, targeting, marketing, sales and readership, as well as changing ideologies over time (Men’s Health and Oh Comely) PAPER 2</p> <p><b>Close Study Product: Radio</b> – a study of the power and influence of radio and to its contemporary relevance in today’s media (News Beat) PAPER 1 SEC B</p>	<p>Revision and Exam Prep</p>	<p>Revision and Exam Prep</p>	
Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas	Key Vocabulary/Concepts/Ideas
<p>Develop practical skills through photography, moving image filming and creating products using platform specific technologies.</p> <p>Knowledge of the use of specific historical and contemporary experience to construct a political narrative and argument. Comparative analysis with CSP Year 1 Music video</p> <p>Knowledge and understanding of the persuasive techniques used in the advert and issues surrounding brand values, brand message, brand personality and brand positioning.</p> <p>Analysis of the way the media, through re-presentation, constructs versions of reality and how/ why stereotypes can be used positively and negatively.</p>	<p>Develop understanding of representational issues through the analysis of visual images and can also be used to explore target audiences and ideological readings.</p> <p>Develop an understanding of the digitally convergent nature of media products.</p> <p>Knowledge of the changing relationship between producers and audiences in the context of participatory media.</p>	<p>Analysis of the mode of address and techniques of persuasion used to create a consensus for a particular set of beliefs and values.</p> <p>Understand composition of images, positioning, layout, typography, language and mode of address to attract specific audience.</p> <p>Continued understanding of genre conventions of print media as a way of examining audience targeting, positioning and interpretation.</p> <p>Awareness of institutional strategies for keeping print popular and relevant in the contexts of developing technology and competition from other brands.</p> <p>Understanding of how texts are reflective of the way the industry targets niche audiences and provides an opportunity to consider the availability</p>	<p>Organisation of knowledge. Revision techniques. Application of the theoretical framework. Exam writing skills.</p>	<p>Organisation of knowledge. Revision techniques. Application of the theoretical framework. Exam writing skills.</p>	

Continued analysis of how audience responses reflect social, cultural and historical attitudes		of new technology shapes audience targeting and response.			
<b>CIAG: Students will be introduced to the extensive range of careers within the media industry.</b>					

**IMPACT:**

Students will learn through teacher led instruction, group work, classroom debate and discussion, peer presentations, moving image analysis, static image analysis, new digital media analysis, independent analysis and practical production work.

Formative assessment will take place regularly to assess students' progress and understanding. Opportunities will also be given to peer mark (both past and present student work) in order to develop an appreciation for the different levels of the mark scheme and how to apply the theoretical framework at the highest standard. This will also help students recognise their own areas of strengths and identify skills that need to be developed.

Summative assessment will take place at regular intervals throughout the course, particularly at mid-way points of learning and at the end of each unit of study. Formal feedback will be provided for each student, as well as opportunities to improve weaker areas of knowledge through re-sits or MIB sections of essays.