

KS5 Curriculum Overview: Year 12

Media Studies

Media plays a central role in contemporary culture, society, and politics. It shapes our perceptions of the world through the representations, ideas and points view offered. The Media curriculum exposes learners to a wide range of rich and stimulating media products is central to the specification, offering opportunities for detailed analysis of how the media communicate meanings in a variety of forms. Learners will work from the product outwards to debate key critical questions related the social, cultural, political and economic role of the Media.

<u>Term / Length of Unit</u>	<u>Outline</u>	<u>Assessment</u>	<u>Home Learning</u>	<u>Key Vocabulary</u>	<u>Knowledge/Skills End Points</u>	<u>Reading</u>
Year 12 Autumn 1.1	<p>Introduction to Media Theorists (Teacher 1)</p> <p>ADVERTISING Set Products - - Tide - Kiss of Vampire - Super. Humans. (Teacher 2)</p>	<p>Media Theory: Unseen analysis</p> <p>Advertising Component 1 Section A & B</p>	<p>Booklet: Wider reading around products and theories</p> <p>Optional: Revision flashcards Infographics</p>	<p>- Structuralism - Naturalisation - Paradigm</p>	<p>Consistent skills focus: - I have an understanding of media language theorist - I can explain how media has changed over time - I can apply representation theorists - I can confidently analyse an unseen audio-visual resource</p> <p>Unit skills focus: AO1 & AO2 Knowledge and application of media language and contexts</p>	<ul style="list-style-type: none"> • Glossary of key media terminology and theories. • Reading contemporary articles in relation to key terminology. • Studying accompanying fact files for each set product.
Year 12 Autumn 1.2	<p>MUSIC VIDEOS Set Products - Formation - Riptide (Teacher 1)</p> <p>FILM Set Products - I, Daniel Blake - Black Panther (Teacher 2)</p>	<p>Music Videos: Component 1- Section A</p> <p>Film: Component 1 Section A & B</p>	<p>Booklet: Wider reading around products and theories</p> <p>Optional: Revision flashcards Infographics</p>	<p>- Avant Garde - Intellectual Montage - Bricolage - Spectacle - Appropriation</p> <p>- Vertical integration - Horizontal integration</p>	<p>Consistent skills focus: - I can confidently explain the Harlem Renaissance and its place across the media Industry - I can identify and explain vertical integration - I can use the correct Media Language to explain the media Industry - I can confidently use Media Theory in my written work</p>	<ul style="list-style-type: none"> • Glossary of key media terminology and theories. • Reading contemporary articles in relation to key terminology. • Studying accompanying fact files for each set product.

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Year 12 Spring 2.1	NEWSPAPERS Set Product: - The Times - The Mirror (Teacher 1) GAMING Set Product Assassin's Creed (Teacher 2)	Newspapers: Component 1 Section A & B Gaming: Component 1 - Section B	Booklet: Wider reading around products and theories Optional: Revision flashcards Infographics	Agenda Framing Mediation Cultural hegemony Cultivation Desensitisation Transgressive Sabido	Consistent skills focus: - I can identify codes and conventions of Newspapers - I can identify and explain effects of regulation on gaming industry - I can explain representation of ideology Unit skills focus: AO1 & AO2 Knowledge and understanding of media products and contexts.	<ul style="list-style-type: none"> • Glossary of key media terminology and theories. • Reading contemporary articles in relation to key terminology. • Studying accompanying fact files for each set product.
Year 12 Spring 2.2	NEWSPAPERS Set Product: - The Times - The Mirror (Teacher 1) RADIO Set Product Have You Heard George's Podcast (Teacher 2)	Newspapers: Component 1 Section A & B Radio: Component 1 Section B	Booklet: Wider reading around products and theories Optional: Revision flashcards Infographics	Regulation Convergence Mass Amateurisation Prosumers Decode New Media Double-consciousness	Consistent skills focus: - I can identify and explain the differences between online and print media - I can explain how a Public Service Broadcaster operates - I can explain how digitalisation of technology allows for niche audiences to be catered for Unit skills focus: AO1 & AO2 Knowledge and understanding of media products and contexts.	<ul style="list-style-type: none"> • Glossary of key media terminology and theories. • Reading contemporary articles in relation to key terminology. • Studying accompanying fact files for each set product.
Year 12 Summer 3.1	NEA: Coursework (Teacher 1 and 2) Students to complete practical production worth 30% of total A Level Mark. For submission including:	Overview class work	Continuation of NEA component to ensure guided learning hours are met.	Match-cut Cross-cut Continuity Cutting on action Eye-Level Dutch Angle	Consistent skills focus: - I can produce a product for a required genre - I can successfully target a particular audience - I can use MAIR in my written work	<ul style="list-style-type: none"> • Glossary of key media terminology and theories. • Reading contemporary articles in relation to key terminology.

	<ul style="list-style-type: none"> • Statement of Aims and Intentions • Two production outcomes • Functioning Website • Accompanying research 				<p>- I can use photoshop to a high standard</p> <p>Unit skills focus: AO3 Cross Media Production</p>	<ul style="list-style-type: none"> • Studying accompanying fact files for each set product.
Year 12 Summer 3.2	<p>NEA: Coursework (Teacher 1 and 2)</p> <p>Students to complete practical production worth 30% of total A Level Mark. For submission including:</p> <ul style="list-style-type: none"> • Statement of Aims and Intentions • Two production outcomes • Functioning Website • Accompanying research 	Overview class work	Continuation of NEA component to ensure guided learning hours are met.	Match-cut Cross-cut Continuity Cutting on action Eye-Level Dutch Angle	<p>Consistent skills focus:</p> <p>- I can produce a product for a required genre</p> <p>- I can successfully target a particular audience</p> <p>- I can use MAIR in my written work</p> <p>- I can use photoshop to a high standard</p> <p>Unit skills focus: AO3 Cross Media Production</p>	<ul style="list-style-type: none"> • Glossary of key media terminology and theories. • Reading contemporary articles in relation to key terminology. • Studying accompanying fact files for each set product.