

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	Introduction to Media Theorists (Teacher 1) FILM Set Products - I, Daniel Blake - Black Panther (Teacher 2/3)	Media Theory: Unseen analysis Film: Component 1 Section B	Booklet: Wider reading around products and theories Optional: Revision flashcards Infographics	- Structuralism - Naturalisation - Paradigm	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 Unit skills focus: AO1 & AO2 Knowledge and application of media language 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 Autumn 1.2	RADIO Set Product Have You Heard George's Podcast ADVERTISING Set Products - - Tide - Kiss of Vampire - Super. Humans. (Teacher 2/3)	Radio: Component 1 Section B Advertising Component 1 Section A & B	Booklet: Wider reading around products and theories Optional: Revision flashcards Infographics	- Avant Garde - Intellectual Montage - Bricolage - Spectacle - Appropriation - Vertical integration - Horizontal integration	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	<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.

					Unit skills focus: AO1 & AO2 Knowledge and application of media language and contexts	
Year 12 Spring 2.1	NEWSPAPERS Set Product: - The Times - The Mirror (Teacher 1) MUSIC Videos Set Product Formation Riptide (Teacher 2/3)	Newspapers: Component 1 Section A & B Music Videos: Component 1- Section A	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) MUSIC Videos Set Product Formation Riptide (Teacher 2/3)	Newspapers: Component 1 Section A & B Music Videos: Component 1- Section A	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 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</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.