


<p>Year: 12 A level</p> <p>Subject: Media Studies</p>	<p>Curriculum Intent:</p> <ul style="list-style-type: none"> • Students will study the media in an academic context and apply the knowledge and understanding gained to the process of creating their own media productions. • Students will widen their analysis of global and historical media. • Students will develop critical and reflective thinking to encourage engagement in the critical debates surrounding contemporary media. • Students will engage with critical and theoretical approaches from the perspectives of both analytical consumers and producers of media products. • Students will develop skills of critical thinking, decision making and analysis. They will develop an understanding of the dynamic and changing relationships between media forms, products, media industries and audiences. • Students will be able to apply specialist subject terminology and engage in critical debate about academic theories in Media Studies. • Students will also engage in practical activities and production of creative media products. 					
	<p>Term 1</p> <p><i>Introduction to Media Framework</i></p>		<p>Term 2</p> <p><i>Radio video games Advertising / Music Videos</i></p>		<p>Term 3</p> <p><i>Revision and NEA</i></p>	
<p>Topic Titles (in order of delivery)</p>	<ol style="list-style-type: none"> 1. Media Institution 2. Media Audience 3. Film 4. Introduction to Creating Media 	<ol style="list-style-type: none"> 1. Representation 2. Media Language 3. The Big Issue 4. Introduction to Creating Media 	<ol style="list-style-type: none"> 1. BBC Radio 1 Breakfast Show 2. Video Games – MineCraft 3. Long Form TV Drama – Stranger Things 	<ol style="list-style-type: none"> 1. Advertising & Marketing 2. Music Videos 3. Introduction to news 	<ol style="list-style-type: none"> 1. Revision 2. End of Year examination 3. NEA 	<ol style="list-style-type: none"> 1. Revision 2. End of Year examination 3. NEA
<p>Key knowledge / Retrieval topics</p>	<p>Media Theorist:</p> <ul style="list-style-type: none"> • Hesmondhalgh (Cultural Industry) • Gauntlett (Identity / audience) • Todorov 	<p>Media Theorist:</p> <ul style="list-style-type: none"> • Stuart Hall (Representation) • Roland Barthes (Media Language) • Vladimir Propp (Character types) 	<ul style="list-style-type: none"> • Ofcom • Production • Conglomerate • Digital convergence • Distribution • Consumption <p>Barthes, Todorov, Neale, Levi-Strauss</p>	<ul style="list-style-type: none"> • Mise-en-scene • Sound • Camera shot-types and angles, • Editing • Layout • Use of text and fonts • Colour 		

<p style="text-align: center;">Understanding / Sequence of delivery</p>	<ol style="list-style-type: none"> 1. Definition of Key concepts 2. Introduction to media theory 3. Film – Jungle Book – production, distribution, promotion 4. Intro to magazine front cover design (practical prep – including use of photoshop) 	<ol style="list-style-type: none"> 1. Definition of Key concepts. 2. Introduction media to theory 3. Codes and conventions of magazine 4. Media language and representation (ideology) 5. Political, social, cultural context of The Big Issue 6. Comparison with other magazines (charity and mainstream) 7. Intro to magazine front cover design (practical prep – including use of photoshop) 	<ol style="list-style-type: none"> 1. BBC Radio 1 industry (BBC remit) 2. Radio 1 Breakfast – analysis of how remit is met 3. Radio: Audience, OFCOM and regulation, context, digital convergence 4. Minecraft production, distribution and circulation 5. Video games: Audience, OFCOM and regulation, context, digital convergence 6. Stranger Things – representation, genre, 	<ol style="list-style-type: none"> 1. Representation and media language in advertising case studies: Lucozade, Shelter, Old Spice 7. Representation and media language in Music videos – case studies: David Guetta Titanium, Emlie Sande Heaven 8. Print and online news- media language and representations, application of theorists and genre (Van Zoonen, Levi-Strauss, Neale, Hall Gauntlet, Gilroy) 	<ol style="list-style-type: none"> 1. Revision of topics covered so far 2. Intro to NEA brief 3. Audience research 4. Initial ideas for magazine designs 5. Magazine mock ups 	<ol style="list-style-type: none"> 1. Revision of topics covered so far 2. Research into codes and conventions of genre. Looking at existing productions 6. Creation of magazine covers and contents pages
<p style="text-align: center;">Assessment</p>	<p>CAT – Jungle Book Question</p> <p>Practical CAT – Create a charity magazine front cover</p>	<p>CAT – Big Issue Question</p> <p>Practical CAT – Create a charity magazine front cover</p>	<p>Radio 1 exam question</p> <p>Minecraft exam question</p>	<p>Advertising question</p> <p>Music video question</p>	<p>End of Year exam</p>	<p>Magazine front cover and contents pages</p>