Curriculum Map

A Level Media Studies Curriculum - Overview	
Year 12	Year 13
In Year 12, students will learn how to read the codes that inform the way we interpret and analyse the media. Students will have the opportunity to study a variety of media texts including print, electronic and moving images. The course is based on a theoretical framework of four keys areas: Media Language, Representation, Audience and Industry. They will analyse the ways in which meanings are interpreted, as well as how media contexts influence how the products are constructed and received. Within each key concept module, students will study a range of set texts designed to offer a broad and balanced view of the media. Students will also have the opportunity to apply new skills practically, becoming confident creators of media texts.	In Year 13, students will become more confident with analysing and 'reading' media texts. Students will continue to study a variety of media texts including print, electronic and moving images. The course is based on a theoretical framework of four keys areas: Media Language, Representation, Audience and Industry. Media forms and products are studied in depth and theoretical perspectives and named theories are applied to the set and unseen products. Students continue to analyse the ways in which meanings are interpreted, as well as how media contexts influence how the products are constructed and received. Within each key concept module, students will study a range of set texts designed to offer a broad and balanced view of the media.

Curriculum Map

A Level Media Studies Curriculum – Topic Sequencing	
Year 12	Year 13
Half Term 1: Introduction to Media and Component 1 A focus on an introduction to media concepts and the Component 1 Set products. • General Introduction to media studies. • Component 1 Section A and Section B: • Tide (1950) • Tokyo Paralympics Advert (2020) • Unseen advertisements • Black Panther (2018) • Formation (2016)/ Hidden Figures (2016)	**Half Term 1: Component 3** Component 3 Coursework draft 1 • To complete coursework draft by half term. During this topic students will aim to: • Consider media language, representation, industry and audience factors when producing the media production. • Use my planning and intentions to produce the media products.

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During this topic students will aim to:

- Identify and analyse media language and aspects of representation in media products.
- Explain the purpose of media language.
- Explain the ways in which media language is used to create specific representations.
- Use theoretical perspectives when considering practical aspects of the media.
- Explain what the message(s) of the media products are and how they are affected by the context.
- Explain how audience and industry factors affect production.

Half Term 2: Component 1 Section A and Section B

To continue with Component 1 products and to begin work on Section B Industry and Audience topics.

- Kiss of the Vampire (1963)
- Unseen film posters
- Section B: BBC Woman's Hour
- Introduction to Newspapers Section A
- Newpapers Intro Newspapers Daily Mirror, February 01, 2022 front page and article on 'Partygate' and The Times, February 01, 2022 front page

During this topic students will aim to:

- Analyse component 1 products and unseen products.
- Use the exam board brief to construct media products.
- Create a brand identity across the media platforms.
- Make improvements to the coursework ready for the final submission.
- Make improvements to the coursework ready for final submission.

Half Term 2: Component 1 and Component 2 continued

To continue with Component 1 and 2 products

- Component 1 Section B Vance Joy Riptide (2013) • Component 2 The Bridge (2015)

During this topic students will aim to:

- Using music video analysis skills analyse the set product 'Riptide'.
- Develop music video through intellectual montage and abstract concepts.
- In-depth study of TV crime drama 'The Bridge'. Media language, representation, industry, audience and context.

Half Term 3: Component 2

To begin Component 2 Online topics and magazine topic

- Zoe Sugg online media

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• Explain how audiences may respond to media products. • Explain how industry and audience factors affect production. • Explore the role of the newspaper industry. **Half Term 3: Component 1 and Component 2 TV** To continue with studies on Component 1 Section A and Section B products. To begin in-depth study of Component 2 product Peaky Blinders. • BBC Woman's Hour • Video games Assassin's Creed Franchise • Newspapers Section B • Component 1 Newspapers Daily Mirror, February 01, 2022 front page and article on 'Partygate' and The Times, February 01, 2022 front page • Component 2 TV Crime Genre During this topic students will aim to: • Explain why certain production choices are made in relation to the context. • Explore the role of the BBC as a PSB. • Identify and explain how audiences are targeted • Begin to analyse the TV crime drama in-depth product. • Apply the set theorists to the set products. **Half Term 4: Component 2 TV and Magazines**	• Adbusters magazine topic During this topic students will aim to: • Explore the role of online media as an in-depth study. • Explain the ways in which online media blogs use self-representation. • Identify and analyse media language and aspects of representation in media products. • Explain how industry factors affect production. • Explain what the message(s) of the media products are and how they are affected by the context. • Explore the role of online media production. • Explore how the changing relationship between media producers and audiences. • Examine the idea that media consumers have now become producers who regularly and actively participate in the creation and dissemination of media content online. **Half Term 4: Component 1 and Component 2 completion** Complete remaining Component 1 and 2 products • Attitude online media • I, Daniel Blake (2016)

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To continue with studies on Peaky Blinders and to start Historical Magazine topic 'Woman'.

- Woman Magazine 1964
- Component 2 TV Crime Genre 'Peaky Blinders' (2013)

During this topic students will aim to:

- Begin in depth study of 'Magazines' component 2 product.
- Explain what the message(s) of the media products are and how they are affected by the context
- Explore how media language incorporates viewpoints and ideologies.
- Identify and explain how audiences are targeted within the specific genre and media form.

Half Term 5: Component 3 Coursework and Planning

Introduction to the practical components. Research, planning and coursework preparation. Begin to produce coursework.

- Production 1 planning and preparation.
- Statement of Aims

During this topic students will aim to:

During this topic students will aim to:

- In-depth study of online product 'Attitude'.
- Explore the significant emerging developments in the media, reflecting the ongoing impact of technology on media language and audience interaction.
- Identify and analyse media language and aspects of representation in media products.
- Explain how audiences may respond to media products.
- Explain how industry and audience factors affect production.
- Explain what the message(s) of the media products are and how they are affected by the context.

Half Term 5: Revision and exam preparation

Revise for the exams

- Revise key topics for the exam
- Theory application revision
- Exam technique

During this topic students will aim to:

- Consolidate learning from the two year course in preparation for the final exams.
- Practise exam technique

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• Using the exam board brief research and plan for media production. • Research existing media products to influence media production choices and genre conventions. • Consider media language, representation, industry and audience factors when preparing and planning for the media production. • Produce a statement of aims to demonstrate the intentions of the production. **Half Term 6: Component 3 Coursework and Mock preparation** To continue to plan and produce products for coursework. • Production 1 planning and preparation. • To have product 1 draft complete During this topic students will aim to: • Consider media language, representation, industry and audience factors when producing the media production. • Use my planning and intentions to produce the media products. • Use the exam board brief to construct media products. • Revise Y12 topics in preparation for the mock exam.	