

Subject: Media

Year Group: Year 12

Content Delivered Core knowledge		Content Delivered Core knowledge		Content Delivered Core knowledge	
1.1 September – October 7 weeks	1.2 November – December 7 weeks	2.1 January – February 7 weeks	2.2 March – April 6 weeks	3.1 April – May 5 weeks	3.2 June-July 7 weeks
<p>First two weeks: An introduction into media and unseen texts.</p> <p>Set Text Music Video: Formation Riptide</p>	<p>Set Text Radio: Late Night Woman’s hour</p> <ul style="list-style-type: none"> • Body Image and Kamala Harris • Feminism and RuPaul’s Drag Race <p>Set Text Advertising and Marketing: Kiss of the Vampire Tide</p>	<p>Set Text Advertising and Marketing: Water Aid</p> <p>Set Text Newspapers: Daily Mail The Times</p>	<p>Set Text Film: Black Panther I Daniel Blake</p>	<p>Set Text: Video Games</p> <p>Component 3: Development of IT skills and Research stages of NEA</p>	<p>Component 3: NEA</p>
Key Curriculum Skills:	Key Curriculum Skills:	Key Curriculum Skills:	Key Curriculum Skills:	Key Curriculum Skills:	Key Curriculum Skills:
<p>Theoretical Framework focus</p> <ul style="list-style-type: none"> • Social, political and historical contexts • Media Language • Representation 	<p>Theoretical Framework focus Radio:</p> <ul style="list-style-type: none"> • Social, political and historical contexts • Industry • Audience <p>Theoretical Framework focus Advertising and Marketing:</p> <ul style="list-style-type: none"> • Social, political and historical contexts • Audience 	<p>Theoretical Framework focus Newspapers:</p> <ul style="list-style-type: none"> • Social, political and historical contexts • Media Language • Representation • Industry • Audience <p>Theoretical Framework focus Advertising and Marketing:</p> <ul style="list-style-type: none"> • Social, political and historical contexts • Audience 	<p>Theoretical Framework focus Film:</p> <ul style="list-style-type: none"> • Social, political and historical contexts • Industry • Audience 	<p>Theoretical Framework focus Video Games:</p> <ul style="list-style-type: none"> • Social, political and historical contexts • Industry • Audience 	<p>Creating a texts using key skills and theoretical frame works that have been used previously. Students will be given a brief, in which they must create a media text for. In doing this, they will be using their analytical skills and developing on their IT skills.</p>

Key Knowledge (Cultural Capital and Content):	Key Knowledge (Cultural Capital and Content):	Key Knowledge (Cultural Capital and Content):	Key Knowledge (Cultural Capital and Content):	Key Knowledge (Cultural Capital and Content):	Key Knowledge (Cultural Capital and Content):
<p>Students will have an overview of Media as a topic, with a focus on analysing unseen texts. Students will be introduced to technical and symbolic codes, which will deepen their understanding of the text.</p> <p>From this, students will then be able to move onto the set texts, in which they will explore the contexts of hurricane Katrina, the Black lives matter movement, slavery, police brutality and the waves of feminism. This topic focuses on stereotypes and representation within society and how these are used by hegemonic ideologies to diminish the power of minorities.</p>	<p>Students will look at the context of Radio and in particular the BBC. It will focus on the changes in the radio industry and how technology has advanced to give a variety of streaming platforms. Students will also look at the liberation of the 60s for women and how society and attitudes towards women changed dramatically since the world wars.</p>	<p>Newspapers covers all four strands of the theoretical framework and therefore students will have an in-depth knowledge of these set texts. They will focus on the political standpoints of each of the papers and how this aligns with the content they are producing and distributing to their audiences. Furthermore, students will look at the bias within newspapers and how encode their texts with specific meanings using symbolic and technical codes, which leads to misrepresentation of powerful leaders. Finally, students will look at the industry its self and how this has change through time, along with political and social perspectives.</p>	<p>Students will look at the film industry holistically and how this produces, circulates and distributes media texts. This scheme will look at poverty within the UK and how aspects of the social systems lets people down. It will also look at embracing black culture within film through Afrofuturism. Marvel and the BBC are also looked at and how the industry and developed.</p>	<p>The topic of video games focuses on Ubisoft as a conglomeration and how they produce and distribute a renowned franchise to the main gaming markets. We look at the development of gaming technology and how both games and their audience have developed over time. The scheme will also look at the changes in attitude towards gamers and female characters within games.</p>	<p>Students will have to research and plan their coursework in line with the briefs given. They will have to complete extensive research into a range of texts and companies that fit with the values and ethos outlined in their brief. This will give them further exposure to a variety of industries and how companied encode their texts with preferred meanings to target audiences. Students will then have to emulate these techniques in their own creative pieces.</p>
Assessment:	Assessment:	Assessment:	Assessment:	Assessment:	Assessment:
Students will be assessed every two weeks.	Students will be assessed every two weeks.	Students will be assessed every two weeks.	Students will be assessed every two weeks.	Students will be assessed every two weeks.	NEA Portfolio Check

Home Learning	Home Learning	Home Learning	Home Learning	Home Learning	Home Learning
<p>Students will be asked to complete one of the following for homework each week: Academic reading of articles, journals and publications around the topic they are studying in lesson.</p> <p>Essay questions based on the topic the are studying in lesson.</p>	<p>Students will be asked to complete one of the following for homework each week: Academic reading of articles, journals and publications around the topic they are studying in lesson.</p> <p>Essay questions based on the topic the are studying in lesson.</p> <p>Revision of prior topics.</p>	<p>Students will be asked to complete one of the following for homework each week: Academic reading of articles, journals and publications around the topic they are studying in lesson.</p> <p>Essay questions based on the topic the are studying in lesson.</p> <p>Revision of prior topics.</p>	<p>Students will be asked to complete one of the following for homework each week: Academic reading of articles, journals and publications around the topic they are studying in lesson.</p> <p>Essay questions based on the topic the are studying in lesson.</p> <p>Revision of prior topics.</p>	<p>Students will be asked to complete one of the following for homework each week: Academic reading of articles, journals and publications around the topic they are studying in lesson.</p> <p>Essay questions based on the topic the are studying in lesson.</p> <p>Revision of prior topics.</p>	<p>Students will be asked to complete one of the following for homework each week: Academic reading of articles, journals and publications around the topic they are studying in lesson.</p> <p>Essay questions based on the topic the are studying in lesson.</p> <p>Revision of prior topics.</p>

Subject: Media

Year Group: Year 13

Content Delivered Core knowledge		Content Delivered Core knowledge		Content Delivered Core knowledge	
1.1 September – October	1.2 November – December	2.1 January – February	2.2 March – April	3.1 April – May	3.2 June-July

7 weeks	7 weeks	7 weeks	6 weeks	5 weeks	7 weeks
Component 3: NEA	Set Texts Television: The Returned Humans	Set Texts Magazines: Woman's Realm Huck	Set Texts Media in the Online Age: Zoella Attitude	Revision for components 1 and 2	N/A
Key Curriculum Skills:	Key Curriculum Skills:	Key Curriculum Skills:	Key Curriculum Skills:	Key Curriculum Skills:	Key Curriculum Skills:
Creating a texts using key skills and theoretical frameworks that have been used previously. Students will be given a brief, in which they must create a media text for. In doing this, they will be using their analytical skills and developing on their IT skills.	Theoretical Framework focus <ul style="list-style-type: none"> • Social, political and historical contexts • Media Language • Representation • Audience • Industry 	Theoretical Framework focus <ul style="list-style-type: none"> • Social, political and historical contexts • Media Language • Representation • Audience • Industry 	Theoretical Framework focus <ul style="list-style-type: none"> • Social, political and historical contexts • Media Language • Representation • Audience • Industry 	Theoretical Framework focus <ul style="list-style-type: none"> • Social, political and historical contexts • Media Language • Representation • Audience • Industry 	
Key Knowledge (Cultural Capital and Content):	Key Knowledge (Cultural Capital and Content):	Key Knowledge (Cultural Capital and Content):	Key Knowledge (Cultural Capital and Content):	Key Knowledge (Cultural Capital and Content):	Key Knowledge (Cultural Capital and Content):
Students will have to research and plan their coursework in line with the briefs given. They will have to complete extensive research into a range of texts and companies that fit with the values and ethos outlined in their brief. This will give them further exposure to a variety of industries	Students will look at how the television industry has changed over time and they use marketing strategies to target their intended audiences. Students will also look at range of representations that are seen in television shows and consider whether or not this is a true reflection of people and issues within society.	Students will look at how the magazine industry has developed and changed over time due to a changes in audience and development of technology. It will focus on key social issues of and representations that are seen within these magazines. Students will be able to decode and analyse such texts for their	Students will look at different forms of online media and how they address and target their audiences. They will also consider how society has taken to online media as technology advances. Students will look at representations that are created within online media.	Students will recap all of their prior knowledge from the last two years in preparation for their upcoming exams.	

and how companioned encode their texts with preferred meanings to target audiences. Students will then have to emulate these techniques in their own creative pieces.		intended meaning and how they target their audience.			
Assessment:	Assessment:	Assessment:	Assessment:	Assessment:	Assessment:
Students will be assessed every two weeks. NEA Portfolio Check	Students will be assessed every two weeks.	Students will be assessed every two weeks.	Students will be assessed every two weeks.	Students will be assessed every two weeks.	
Home Learning	Home Learning	Home Learning	Home Learning	Home Learning	Home Learning
Students will be asked to complete one of the following for homework each week: Academic reading of articles, journals and publications around the topic they are studying in lesson. Essay questions based on the topic they are studying in lesson. Revision of prior topics.	Students will be asked to complete one of the following for homework each week: Academic reading of articles, journals and publications around the topic they are studying in lesson. Essay questions based on the topic they are studying in lesson. Revision of prior topics.	Students will be asked to complete one of the following for homework each week: Academic reading of articles, journals and publications around the topic they are studying in lesson. Essay questions based on the topic they are studying in lesson. Revision of prior topics.	Students will be asked to complete one of the following for homework each week: Academic reading of articles, journals and publications around the topic they are studying in lesson. Essay questions based on the topic they are studying in lesson. Revision of prior topics.	Students will be asked to complete one of the following for homework each week: Academic reading of articles, journals and publications around the topic they are studying in lesson. Essay questions based on the topic they are studying in lesson. Revision of prior topics.	