

		Language	Representation	Audience	Industry	Learning Focus
Sep	WaterAid <i>(section A)</i>	Barthes Levi-Strauss	Hall Gauntlet Gilroy PC van Zoo	Gerbner Hall		ML analytical skills How ML creates Representation Establish idea of context Essay writing Comparison paragraphs
Sep	<i>Print ad and AV for a charity</i>					<i>Photoshop and Prem Pro skills</i>
Oct	Dream <i>(section A)</i>	Barthes Levi-Strauss	Hall Gauntlet van Zoo hooks Gilroy PC			Essay writing Comparison paragraphs Analysing blind texts ML analytical skills How ML creates Representation Context
Oct	<i>Time Travel AV sequence, setting up crime scene and interview shots</i>					<i>Media Language through production Impactful photography, filming and editing</i>
Oct/ Nov	Life on Mars & The Bridge <i>(Section A)</i>	Todorov Neale Levi-Strauss Baudrillard	Hall van Zoo hooks Butler	Hall Jenkins	L&L Hesmond	Comparisons of gender representations Genre and postmodernism AV analysis Context
Nov	<i>Gender Representation</i>	<i>van Zoo hooks Butler</i>				<i>Overview – similarities and differences. Applying effectively to revision material</i>
Nov	Assassin's Creed			Bandura Hall Jenkins Shirky	C&S L&L Hesmond	Audience and Industry theories and how to apply in responses Researching wider industry to attain top grades
Dec	<i>Design webpage for new video game</i>					

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Dec	The Mirror & The Times <i>(section B)</i>	Barthes Levi-Strauss	Hall	Gerbner Hall Shirky	C&S L&L Hesmond	Understand political bias Understand UK Newspaper industry context
Jan	Black Panther				C&S L&L Hesmond	Conglomerates and independents 21 century marketing campaigns
Jan	<i>Group work: Create a magazine front cover and webpage</i>					<i>Using Wix and synergy/branding</i>
Feb	Woman	Barthes Levi-Strauss	Gauntlett van Zoonen hooks	Gerbner Hall		Historical context Extended essay writing
Feb	<i>Audience Theories</i>	<i>Overview linking previous texts</i>				<i>Essay writing from theory</i>
Mar	Late Night Woman's Hour			Hall Shirky Jenkins	C&S L&L	Public service broadcasting Changing social perspectives
Mar	Zoella	Barthes Levi-Strauss Baudrillard	Hall Gauntlett Butler Gilroy	Gerbner Shirky Jenkins	L&L Hesmond	Online media conventions Prosumers Rebranding Extended essay writing
<b><i>Coursework – April to June – PPE &amp; DIRT June/July – Coursework DIRT September</i></b>						
Oct	Tide and Kiss of the Vampire <i>(link WaterAid for section B)</i>	Barthes Levi-Strauss	Hall Gauntlett Gilroy PC van Zoo	Gerbner Hall		How context impacts representation Strong comparison essays Analysing blind texts
Oct	<i>Industry Theories</i>	<i>Overview linking previous texts</i>				

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Nov	Life on Mars & The Bridge <i>(section B)</i>	Todorov Neale Levi-Strauss PM	Hall van Zoo hooks Butler	Hall Jenkins	L&L Hesmond	International Television industry (funding esp) PSB Impactful Audience and Industry short essays
Nov	I, Daniel Blake <i>(link Black Panther)</i>				C&S L&L Hesmond	Social realism Guerrilla marketing in 21 <sup>st</sup> C Independent funding
Dec	Riptide <i>(link Dream)</i>	Barthes Levi-Strauss Baudrillard	Hall Gauntlet van Zoo hooks Gilroy PC			Montage AV communication Context – French new wave and surrealism Gender representation
Dec	Adbusters <i>(link Woman)</i>	Barthes Levi-Strauss Baudrillard	Gauntlett van Zoonen hooks	Gerbner Hall		Context – anti-consumerist, 2008, occupy and Punk! Analysing metaphors
Jan	The Mirror & The Times <i>(section A)</i>	Barthes Levi-Strauss	Hall	Gerbner Hall Shirky	C&S L&L Hesmond	Analysis and Essay writing
Jan	Attitude <i>(link Zoella)</i>	Barthes Levi-Strauss Baudrillard	Hall Gauntlet Butler Gilroy	Gerbner Shirky Jenkins	L&L Hesmond	Historical and social context Gender performativity and representation