

Year 12 Media Studies Curriculum Plan							
Unit	Core		Hinterland		NC Coverage	Assessment	Whole Education Opportunities
	Knowledge	Skills	Knowledge	Skills			
Introduction to A Level Media Studies	<ul style="list-style-type: none"> Understand how to research existing texts to develop understanding of codes and conventions of media and genre Understand how to use the brief to shape your ideas Understand how to plan and draft effectively How to film a movie trailer 	<ul style="list-style-type: none"> Ability to research a range of media texts to identify key codes and conventions of media and genre Planning and drafting effectively Photography to create narrative and genre ideas Writing to a brief Design and layout to follow conventions of media and genre Using photoshop effectively 	<ul style="list-style-type: none"> Analysis Comparing texts Different social ideas of gender and/or ethnicity and/or other social groups 	<ul style="list-style-type: none"> Research, planning and drafting Resilience Composition and Graphic design 	MEDIA STUDIES - OA <ul style="list-style-type: none"> 3.1 - 4 3..6 - 9 MEDIA STUDIES – SC <ul style="list-style-type: none"> 5.1 5.2 7 9.1 9.3 10.1 10.2 10.3 MEDIA STUDIES K&U <ul style="list-style-type: none"> 12 13.1 13.2 13.4 14.1 14.5 14.6 14.10 15.3 15.11 15.15 15.16 MEDIA STUDIES – SKILLS <ul style="list-style-type: none"> 17.1 17.2 17.3 18.1 18.2 	Baseline assessment – Analytical tests within the first fortnight to establish starting knowledge <ul style="list-style-type: none"> Analysis of how media language creates meaning Analysis of how media language creates representation and the impact of this representation on society and groups within society Production skills, linking to specific media and genre, and targeting a specific audience 	<ul style="list-style-type: none"> Students will develop key creative and technical skills that can be transferred to other subjects. Analysis, writing and debating skills are also developed. Confidence will be built through the development of skills and the use of a range of technical equipment. SMSC - Student will learn key aspects of empathy and understanding of difference through the work on representation and audience, where they will have to consider the world from the perspective of people who are different to them. Careers – students will learn about some of the different roles with the media industries and the skills they require.
Advertising	<ul style="list-style-type: none"> Develop understanding of typical and more modern representations of disability Understand historical and social contexts Understand how media language is used to create meaning Understand how audiences are positioned by the set texts 	<ul style="list-style-type: none"> Writing PEE responses to A Level Media Studies Representation and Media Language questions Research and essay planning 	<ul style="list-style-type: none"> Analysis Comparing texts Different social ideas of gender and ethnicity Writing PPE response Key feminist and ethnicity theories 	<ul style="list-style-type: none"> Writing timed responses in exam conditions Research Developing effective revision notes Applying theories effectively in written responses 	MEDIA STUDIES - OA <ul style="list-style-type: none"> 3.1 - 6 MEDIA STUDIES – SC <ul style="list-style-type: none"> 5.1 - 4 9.1 9.3 10.1 – 5 11 MEDIA STUDIES K&U <ul style="list-style-type: none"> 12 13.1 13.2 13.4 14.1 14.5 14.6 14.10 15.3 15.11 15.15 15.16 	<ul style="list-style-type: none"> Timed 15 mark question on Media Language following the exact structure of the A Level exam questions Timed 30 mark question on Representation, comparing a set text with a blind text, following the exact structure of the A Level exam questions 	<ul style="list-style-type: none"> Key analytical skills, PEE writing in exam conditions. SMSC – developing a wider understanding of issues around gender and ethnicity
Music Videos – Janelle Monae - Turntables	<ul style="list-style-type: none"> Understand how intertextual references in Turntables are used to create meaning Understand how media language is used to create ideas 	<ul style="list-style-type: none"> Research and essay planning Writing PEE responses to A Level Media Studies Representation and Media Language questions 	<ul style="list-style-type: none"> Analysis Writing PPE responses Understanding how ideas are communicated Develop an understanding of social issues and how the media can be used to expand knowledge of them 	<ul style="list-style-type: none"> Applying ethnicity theories to texts Understand wider perspectives of texts and issues Oral and debating skills 	MEDIA STUDIES - OA <ul style="list-style-type: none"> 3.1 - 6 MEDIA STUDIES – SC <ul style="list-style-type: none"> 5.1 - 4 9.1 9.3 10.1 – 5 11 MEDIA STUDIES K&U <ul style="list-style-type: none"> 12 13.1 	<ul style="list-style-type: none"> Timed 15 mark question on Media Language following the exact structure of the A Level exam questions Timed 30 mark question on Representation, comparing a set text with a blind text, following the exact structure of the A Level exam questions 	<ul style="list-style-type: none"> Key analytical skills, PEE writing in exam conditions. SMSC – developing a wider understanding of issues around gender and ethnicity

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Television – Peaky Blinders & The Bridge	<ul style="list-style-type: none"> Understand codes and conventions of TV crime drama Understand intertextual references of Peaky Blinders Understand Scandi-noir codes and conventions Understand industrial elements of TV production Understand the difference between PSB and commercial broadcasters How to film scenes of TV crime dramas 	<ul style="list-style-type: none"> Building and developing revision material Essay writing Exam techniques Developing own questions and mark schemes Photography and filming DVD cover design Editing on Premiere Pro 	<ul style="list-style-type: none"> Analysis Writing PPE responses Understanding how ideas are communicated Develop an understanding of social issues of gender Understand industry perspectives Understand how social and historical context shape ideas 	<ul style="list-style-type: none"> Resilience Time management Working in groups Building and developing revision material Essay writing Exam techniques Researching and planning Design skills 	<ul style="list-style-type: none"> MEDIA STUDIES - OA 3.1 3.3 3.6 MEDIA STUDIES – SC 5.1 5.2 7 9.1 9.3 10.1 10.2 10.3 MEDIA STUDIES K&U 12 13.1 13.2 13.4 14.1 14.5 14.6 14.10 15.3 15.11 15.15 15.16 MEDIA STUDIES – SKILLS 17.1 17.2 17.3 18.1 18.2 	<ul style="list-style-type: none"> 15 mark and 30 mark timed exam questions following the exact structure of the A Level exam questions in component 2 	<ul style="list-style-type: none"> Key analytical skills, PEE writing in exam conditions. SMSC – developing a wider understanding of issues around gender and ethnicity. A deeper understanding of how texts appeal to and are targeted at specific audiences will help to develop a wider appreciation of the differences within our society and the validity of those differences.
Newspapers - Daily Mirror	<ul style="list-style-type: none"> Understand how politics helps to shape newspaper narratives Understand how Daily Mirror and Times use media language to create meaning Understand newspapers represent ideas and political beliefs 	<ul style="list-style-type: none"> Ability to explain how news is shaped through media language, selection, editing and presentation Ability to explain how representations of political issues help to shape public perceptions Ideology and media language Ability to explain how different industry models impact on the media 	<ul style="list-style-type: none"> Analysis Writing PPE responses Understand how media language shapes meaning Develop an understanding on the impact of representations of ethnicity Understand different political ideologies Understand the difference between left wing and right wing politics 	<ul style="list-style-type: none"> Oral and debating skills Considered approach to discussing sensitive issues Applying theories to texts 	<ul style="list-style-type: none"> MEDIA STUDIES - OA 3.1 3.3 3.6 MEDIA STUDIES – SC 5.1 5.2 7 9.1 9.3 10.1 10.2 10.3 MEDIA STUDIES K&U 12 13.1 13.2 13.4 14.1 14.5 14.6 14.10 15.3 15.11 15.15 	<ul style="list-style-type: none"> Timed exam questions on Media Language, Representations, Industries and Audiences following the exact structure of the A Level exam questions 	<ul style="list-style-type: none"> Key analytical skills, PEE writing in exam conditions. SMSC – developing a wider understanding of issues around gender and ethnicity. A deeper understanding of how texts appeal to and are targeted at specific audiences will help to develop a wider appreciation of the differences within our society and the validity of those differences.

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Movies - Black Panther & I, Daniel Blake	<ul style="list-style-type: none"> Understand the key differences between major and indie film makers Understand how the two films were marketed Understand how to make effective marketing material for a movie 	<ul style="list-style-type: none"> Photoshop and Premiere Pro skills 	<ul style="list-style-type: none"> Analysis Writing PPE responses Understanding how ideas are communicated Develop an understanding of social issues of gender, class and ethnicity Understand industry perspectives 	<ul style="list-style-type: none"> Applying feminist and ethnicity theories to texts Understand wider perspectives of texts and issues Oral and debating skills 	MEDIA STUDIES - OA <ul style="list-style-type: none"> 3.1 3.2 3.3 3.4 3.5 MEDIA STUDIES – SC <ul style="list-style-type: none"> 5.1 5.2 MEDIA STUDIES K&U <ul style="list-style-type: none"> 12 13.1 13.2 13.4 14.1 - 3 15.1 - 10 	<ul style="list-style-type: none"> Timed exam questions on Industries following the exact structure of the A Level exam questions 	<ul style="list-style-type: none"> Key analytical skills, PEE writing in exam conditions. SMSC – developing a wider understanding of issues around gender and ethnicity
Magazines - Woman	<ul style="list-style-type: none"> Understand historical context of Woman magazine Understand how media language is used to reinforce gender ideals Understand key feminist theories Understand how to create magazine covers using specific gender representations 	<ul style="list-style-type: none"> PEE writing in timed exam conditions Photoshop design skills 	<ul style="list-style-type: none"> Analysis Writing PPE responses Understanding how ideas are communicated Develop an understanding of social issues of gender Understand industry perspectives 	<ul style="list-style-type: none"> Applying feminist and ethnicity theories to texts Understand wider perspectives of texts and issues Oral and debating skills Design and drafting skills 	MEDIA STUDIES - OA <ul style="list-style-type: none"> 3.1 3.3 3.6 MEDIA STUDIES – SC <ul style="list-style-type: none"> 5.1 5.2 7 9.1 9.3 10.1 10.2 10.3 MEDIA STUDIES K&U <ul style="list-style-type: none"> 12 13.1 13.2 13.4 14.1 14.5 14.6 14.10 15.3 15.11 15.15 15.16 MEDIA STUDIES – SKILLS <ul style="list-style-type: none"> 17.1 17.2 17.3 18.1 18.2 	<ul style="list-style-type: none"> 15 mark timed exam questions following the exact structure of the A Level exam questions in component 2 	<ul style="list-style-type: none"> Key analytical skills, PEE writing in exam conditions. SMSC – developing a wider understanding of issues around gender and ethnicity. A deeper understanding of how texts appeal to and are targeted at specific audiences will help to develop a wider appreciation of the differences within our society and the validity of those differences.
Gaming – Assassin’s Creed	<ul style="list-style-type: none"> Understand how games are promoted and sold to their target audiences Understand how the gaming industry works Understand financing and regulation of the gaming industry Understand how audiences are categorised by media industries 	<ul style="list-style-type: none"> Evaluating relative strengths and weaknesses of different marketing tools Research and analysis of a range of promotional material 	<ul style="list-style-type: none"> Analysis Comparing texts Different types of audiences Writing PPE responses Ability to construct developed, detailed plans 	<ul style="list-style-type: none"> Applying theories to texts 	MEDIA STUDIES - OA <ul style="list-style-type: none"> 3.1-5 MEDIA STUDIES K&U <ul style="list-style-type: none"> 12 14.4-11 15. 16 	<ul style="list-style-type: none"> Timed exam questions on Industries and Audiences following the exact structure of the A Level exam questions 	<ul style="list-style-type: none"> A deeper understanding of how texts appeal to and are targeted at specific audiences will help to develop a wider appreciation of the differences within our society and the validity of those differences

Online - Zoella	<ul style="list-style-type: none"> Understand codes and conventions of online vloggers Understand how Zoella targets her audience Understand how brands adapt and change to build and develop 	<ul style="list-style-type: none"> Research and analysis of Zoella's brand across different platforms 	<ul style="list-style-type: none"> Analysis Comparing texts Different types of audiences Writing PPE responses Ability to construct developed, detailed plans 	<ul style="list-style-type: none"> Developing revision skills Research and planning 	<ul style="list-style-type: none"> MEDIA STUDIES - OA 3.1 3.3 3.6 MEDIA STUDIES – SC 5.1 5.2 7 9.1 9.3 10.1 10.2 10.3 MEDIA STUDIES K&U 12 13.1 13.2 13.4 14.1 14.5 14.6 14.10 15.3 15.11 15.15 15.16 MEDIA STUDIES – SKILLS 17.1 17.2 17.3 18.1 18.2 	<ul style="list-style-type: none"> 15 mark timed exam questions following the exact structure of the A Level exam questions in component 2 	<ul style="list-style-type: none"> Key analytical skills, PEE writing in exam conditions. SMSC – developing a wider understanding of issues around gender and ethnicity
Coursework	<ul style="list-style-type: none"> Understand how to research existing texts to develop understanding of codes and conventions of media and genre Understand how to use the brief to shape your ideas Understand how to plan and draft effectively 	<ul style="list-style-type: none"> Ability to research a range of media texts to identify key codes and conventions of media and genre Planning and drafting effectively Photography to create narrative and genre ideas Writing to a brief Design and layout to follow conventions of media and genre Using photoshop, Premiere Pro and web design tools effectively 	<ul style="list-style-type: none"> Analysis Comparing texts Different social ideas of gender and/or ethnicity and/or other social groups 	<ul style="list-style-type: none"> Research, planning and drafting Resilience Composition and Graphic design 	<ul style="list-style-type: none"> MEDIA STUDIES - OA 3.1 3.6 MEDIA STUDIES – SC 5.1 5.2 11 MEDIA STUDIES – SKILLS 18.1 18.2 	<ul style="list-style-type: none"> Research, planning and drafting marked, with feedback to help improve quality of final production work SOA and all production pieces marked against the Eduqas Media Studies A Level specification 	<ul style="list-style-type: none"> Creative and technical skills developed that may be transferable to a range of different subject. Research, planning and drafting skills require resilience and patience Project management skills developed