

Year 13 Media Studies Curriculum Plan							
Unit	Core		Hinterland		NC Coverage	Assessment	Whole Education Opportunities
	Knowledge	Skills	Knowledge	Skills			
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 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 	<p>MEDIA STUDIES - OA</p> <ul style="list-style-type: none"> 3.1 3.6 <p>MEDIA STUDIES – SC</p> <ul style="list-style-type: none"> 5.1 5.2 11 <p>MEDIA STUDIES – SKILLS</p> <ul style="list-style-type: none"> 18.1 18.2 	<p>Baseline assessment – Analytical tests within the first fortnight to establish starting knowledge</p> <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"> 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
Music Videos – Vance Joy - Riptide	<ul style="list-style-type: none"> Understand how intertextual references in Riptide are used to create meaning Understand how media language is used to create ideas Understand how expressionist cinema and surrealism influenced the video 	<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 	<p>MEDIA STUDIES - OA</p> <ul style="list-style-type: none"> 3.1 - 6 <p>MEDIA STUDIES – SC</p> <ul style="list-style-type: none"> 5.1 - 4 9.1 9.3 10.1 – 5 11 <p>MEDIA STUDIES K&U</p> <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
Newspapers – The Times	<ul style="list-style-type: none"> Understand how politics helps to shape newspaper narratives Understand how The Times uses 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 	<p>MEDIA STUDIES - OA</p> <ul style="list-style-type: none"> 3.1 3.3 3.6 <p>MEDIA STUDIES – SC</p> <ul style="list-style-type: none"> 5.1 5.2 7 9.1 9.3 10.1 10.2 10.3 <p>MEDIA STUDIES K&U</p> <ul style="list-style-type: none"> 12 13.1 13.2 13.4 14.1 14.5 14.6 	<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.

					<ul style="list-style-type: none"> 14.10 15.3 15.11 15.15 15.16 <p>MEDIA STUDIES – SKILLS</p> <ul style="list-style-type: none"> 17.1 17.2 17.3 18.1 18.2 		
Magazines - Adbusters	<ul style="list-style-type: none"> Understand social context of Adbusters magazine Understand how media language is used to challenge capitalist ideals Understand key theories 	<ul style="list-style-type: none"> PEE writing in timed exam conditions 	<ul style="list-style-type: none"> Analysis Writing PPE responses Understanding how ideas are communicated Develop an understanding of social and political issues Understand industry perspectives 	<ul style="list-style-type: none"> Applying theories to texts Understand wider perspectives of texts and issues Oral and debating skills 	<p>MEDIA STUDIES - OA</p> <ul style="list-style-type: none"> 3.1 3.3 3.6 <p>MEDIA STUDIES – SC</p> <ul style="list-style-type: none"> 5.1 5.2 7 9.1 9.3 10.1 10.2 10.3 <p>MEDIA STUDIES K&U</p> <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 <p>MEDIA STUDIES – SKILLS</p> <ul style="list-style-type: none"> 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 class, 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.
Online – Attitude	<ul style="list-style-type: none"> Understand codes and conventions of online magazine sites Understand how Attitude targets its audience Understand how brands adapt and change to build and develop 	<ul style="list-style-type: none"> Research and analysis of Attitude’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 	<p>MEDIA STUDIES - OA</p> <ul style="list-style-type: none"> 3.1 3.3 3.6 <p>MEDIA STUDIES – SC</p> <ul style="list-style-type: none"> 5.1 5.2 7 9.1 9.3 10.1 10.2 10.3 <p>MEDIA STUDIES K&U</p> <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 	<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 sexuality and gender

					<ul style="list-style-type: none"> 15.16 MEDIA STUDIES – SKILLS 17.1 17.2 17.3 18.1 18.2 		
Radio – Have you Heard George’s podcast?	<ul style="list-style-type: none"> Understand what a PSB is and how it is financed, what it is required to do and how it is structured Understand the target audiences of HYHGP. Impact of technology on the radio industry Understand potential audience of HYHGP and how the show might appeal to them Understand the typical demographic of the HYHGP Understand how HYHGP is promoted and how it is digitally divergent 	<ul style="list-style-type: none"> Research and essay planning 	<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 Understand industry perspectives 	<ul style="list-style-type: none"> Applying feminist theories to texts Understand wider perspectives of texts and issues Oral and debating skills 	MEDIA STUDIES - OA <ul style="list-style-type: none"> 3.1-5 MEDIA STUDIES K&U 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
Exam Preparation	<ul style="list-style-type: none"> Understand the structure of the exams Understand how to revise effectively Understand how to write in timed conditions Understand how to teach key points to others, through presentations and hand outs 	<ul style="list-style-type: none"> Building and developing revision material Essay writing Exam techniques Developing own questions and mark schemes 	<ul style="list-style-type: none"> Essay writing in timed conditions 	<ul style="list-style-type: none"> Resilience Time management Working in pairs and groups Building and developing revision material Essay writing Exam techniques 	<ul style="list-style-type: none"> All areas covered apart from production skills 	<ul style="list-style-type: none"> A range of timed exam questions based on past papers and exemplar papers and mark schemes. Marking of students own teaching resources 	<ul style="list-style-type: none">