



Media Studies: Curriculum Overview

Year 12

| Term | Topics studied | What will I learn? | How will I be assessed? | Wider reading: |
|-------------------|---|--|--|--|
| Year 12 Autumn | <p>Introduction to media studies</p> <p>Commercial marketing and advertising</p> <p>Charity advertising and marketing: WaterAid</p> <p>Music videos: Formation and Riptide</p> <p>Film marketing and promotion: Black Panther and I, Daniel Blake</p> | <p>Semiotics and media language, the building blocks of media studies</p> <p>Semiotic analysis of Tide print advert – use of media language; codes and conventions to persuade/sell the product; consider/apply structuralist theory (Lévi-Strauss).</p> <p>Analysis of the representation of gender and ethnicity, considering how advertisers have reinforced stereotypes.</p> <p>This part of the course will introduce a number of key theories and theorists about representations, semiotics and audiences. (Gauntlett) and feminist theory (van Zoonen).</p> <p>Historical and social/cultural contexts – post-war period, developments in consumer culture.</p> <p>Comparative adverts, e.g. other historical or contemporary adverts for domestic products to enable students to understand that adverts can reflect and shape our values and attitudes</p> | <p>Presentations: Research and analyse different adverts and music videos and feed back to class.</p> <p>Four weekly test in early October</p> <p>Mid-term assessment – written responses under exam conditions – after October holiday</p> <p>Exam style essays produced in class and at home</p> | <p>Chapters 1 of textbook</p> <p>Media Factsheets: introduction to media language</p> <p>Exam board student resources on media language, advertising, charity advertising and music videos</p> <p>YouTube videos on media theory and set texts such as semiotics: Click here</p> |
| Year 12 Spring | <p>Newspapers: the Daily Mirror and The Times</p> <p>Component 2 Magazines: Women's Realm and Huck</p> <p>Television in a global age: Life on Mars</p> | <p>Detailed overview of the newspapers and newspaper industry, including analysis of front covers and inside pages. Study of the websites and social media of the publications in order to determine brand identities and target audiences.</p> <p>Application of theories of representations, audiences, identity and industries/ business.</p> <p>Television industry and nature of television drama explored.</p> | <p>Presentations: Research and analyse different adverts and music videos and feed back to class.</p> <p>Mid-term assessment – written responses under exam conditions – in February</p> <p>Exam style answers and essays produced in class and at home</p> | <p>Chapters 1, 2 and 3 of textbook</p> <p>Media Factsheets: newspapers, magazines and television</p> <p>Exam board student resources on media language, newspapers, magazines and TV drama</p> <p>YouTube videos on media theory and set texts such as Women's Realm and Huck magazine: Click here</p> |
| Year 12 Summer | <p>Online media: role of websites, social media and influencers on the audience</p> <p>Component 3: Non Examined Assessment</p> | <p>Brief analysis of online media and the concepts of media convergence with legacy or old media</p> <p>Introduction to NEA/ coursework – research into production briefs and planning and writing statement of aims</p> | <p>Research and presentations of NEA ideas</p> <p>Writing of statement of aims – 500 word rational</p> <p>Year 12 exam based on components 1 and 2 of the course</p> | <p>Chapter 3 and final chapter of media textbook</p> <p>Detailed analysis of a wide range of media and student exemplars such as websites, music videos and magazine front covers, adverts and double page spreads</p> |

