



Term	1	2	3	4	5	6
Topic / Theme	Introduction to Media Studies – Key Concepts	Component 1 - Section A: <i>Analysing Media Language and Representation</i>		Component 1 - Section B: <i>Understanding Media industries</i>		Component 3 – <i>Cross Media Production : Statement of Aims / Media Products</i>
Year 12 Comp 1: Media Products, Industries and Audiences Examination <i>2 hours 15 minutes</i> <i>35% of qualification</i> <i>90 marks</i> Comp 3: Cross Media Production Non-Exam Assessment <i>30% of qualification</i> <i>60 marks</i>	<p>The course begins with a detailed examination of each of the key concepts of the subject:</p> <ul style="list-style-type: none"> Media Language Representation Audience Industries Contexts <p>Terminology and theory will be studied and methods of exam technique.</p>	<p>Q1 & Q2. Overview: In this section, learners will analyse media language, considering how elements of media language incorporate viewpoints and ideologies, the significance of genre and how audiences may respond to media language. Learners will consider the factors that influence representations and will explore representations of events, issues, individuals and social groups in the media, using relevant theoretical perspectives or theories in their analysis of media products. In addition, learners will consider how representations relate to relevant contexts of media.</p> <p>Set Texts: Advertising and Marketing</p> <ul style="list-style-type: none"> <i>Tide</i> print advertisement (1950s) Super. Human. Tokyo 2020 Paralympic Games audio-visual advertisement (2020) https://www.youtube.com/watch?v=OjIP9EFbcWY <i>Kiss of the Vampire</i> film poster (1963) <p>Music Video</p> <ul style="list-style-type: none"> <i>Formation</i>, Beyoncé (2016) https://www.youtube.com/watch?v=WDZJPJVbQand <i>Riptide</i>, Vance Joy (2013) https://www.youtube.com/watch?v=uJ_1HMAGb4k <p>Newspapers</p> <ul style="list-style-type: none"> <i>Daily Mirror</i>, Feb 1, 2022 front page and article on 'Partygate' <i>The Times</i>, Feb 1, 2022 front page <p>Section A will include: One UNSEEN audio-visual resource (Q1) and One UNSEEN print-based resource (Q2)</p>		<p>Q3 & Q4. Overview: In this section, learners will develop knowledge and understanding of key aspects of media industries, including the significance of ownership and funding, the role of regulation in global production and distribution, the impact of digitally convergent platforms and the effect of individual producers on media industries. In addition, learners will study media audiences, considering aspects such as the targeting of mass and specialised audiences, the categorisation and construction of audiences, as well as how audiences' use of and responses to the media reflect identity and social, cultural and historical circumstances.</p> <p>Set Texts: Advertising</p> <ul style="list-style-type: none"> <i>Tide</i> print advertisement (1950s) Super. Human. Tokyo 2020 Paralympic Games audio-visual advertisement (2020) https://www.youtube.com/watch?v=OjIP9EFbcWY <p>Film (cross-media study, including film marketing)</p> <ul style="list-style-type: none"> <i>Black Panther</i> (2018) <i>I, Daniel Blake</i> (2016) <p>Newspapers</p> <ul style="list-style-type: none"> <i>Daily Mirror</i> <i>The Times</i> <p>Radio</p> <ul style="list-style-type: none"> Woman's Hour https://www.bbc.co.uk/programmes/b007qlvbVideo <p>Games</p> <ul style="list-style-type: none"> <i>Assassin's Creed</i> Franchise <p>Question 3 will be a stepped question assessing knowledge and understanding of media industries in relation to one form studied Question 4 will be a stepped question assessing knowledge and understanding of audiences in relation to one different media form from that assessed in question 3</p>		<p>Overview: In this component, learners are required to apply their knowledge and understanding of media language, representation, audiences, media industries and the digitally convergent nature of the media in an individual production for an intended audience. The production must be based on two media forms and completed in response to a choice of briefs set by the exam board.</p> <p>A cross-media production that meets the requirements of the set brief, including suitability for the chosen form, genre, industry context and target audience</p> <p>Statement of Aims and Intentions: Learners explain the ways in which they will apply knowledge and understanding of the theoretical framework to the production and target the intended audience using approximately 500 words.</p>



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Topic / Theme	Component 3 – Cross Media Production: Products	Component 2 - Section A: Television in the global age	Component 2 - Section B: Magazines – Mainstream and alternative Media	Component 2 - Section C: Media in the online age	Recap and Revision: Component 1 Component 2	End of Year 13
<p>Year 13</p> <p>Component 1: Media Products, Industries and Audiences <i>Examination</i> 2 hours 15 minutes 35% of qualification 90 marks</p> <p>Component 2: Media Forms and Products in depth <i>Examination</i> 2 hours 30 minutes 35% of qualification 90 marks</p> <p>Component 3: Cross Media Production <i>Non-Exam Assessment</i> 30% of qualification 60 marks</p>	<p>Overview: In this component, learners are required to apply their knowledge and understanding of media language, representation, audiences, media industries and the digitally convergent nature of the media in an individual production for an intended audience. The production must be based on two media forms and completed in response to a choice of briefs set by the exam board.</p> <p>A cross-media production that meets the requirements of the set brief, including suitability for the chosen form, genre, industry context and target audience</p> <p>Statement of Aims and Intentions: Learners explain the ways in which they will apply knowledge and understanding of the theoretical framework to the production and target the intended audience using approximately 500 words.</p>	<p>Q1 Overview: Through an in-depth study of two contrasting programmes produced in different social and cultural contexts, learners will explore the dynamics that shape contemporary television production, distribution and circulation. The role of public service broadcasting in a global marketplace will be considered, as learners will explore the significance of the economic and industry contexts in which the set products are produced. The way in which the television industry is regulated and the marketing strategies used to promote the set product will also be investigated. Learners will also have opportunities to explore how the television audience is defined, constructed and targeted on both a national and a global scale.</p> <p>Set Texts: Peaky Blinders (UK) Series 1, Episode 1 (2013) Original Broadcaster: BBC Two</p> <p>The Bridge (Denmark/Sweden) Season 3, Episode 1 (2015) Original Broadcaster: SVT1 (Sweden) DR1 (Denmark) UK Broadcaster: BBC Four</p> <p><i>There will be one two-part question or one extended response question.</i></p>	<p>Q5 Overview: The magazine industry in the UK is a highly challenging media environment, with thousands of titles competing for readers and market space. Here, learners will study two magazines in depth, developing an understanding of the contextual factors that shape their production, distribution, circulation and consumption, as well as considering the historical, social, and cultural significance of the representations they offer. Learners will also explore how media language incorporates viewpoints and ideologies.</p> <p>Set Texts: Woman's Realm (7-13 February 1965) (IPC)</p> <p>Huck (Feb/Mar 2016, Issue 54) (TCO London)</p> <p><i>There will be one two-part question or one extended response question</i></p>	<p>Q8 Overview: Through an in-depth study of two contrasting online products, learners will look at the role played by blogs and websites in the media today, exploring the way in which these convergent media platforms increasingly overlap, as well as investigating the potential that they offer for self representation. The changing relationship between media producers and audiences will be considered here, as learners will examine the idea that media consumers have now become producers who regularly and actively participate in the creation and dissemination of media content online. The impact of digitally convergent media platforms on media production, distribution and circulation will also be explored, as learners will study an online magazine produced for a minority group, considering the way in which digital platforms can be used to reach specialised audiences.</p> <p>Set Texts: Zoe Sugg https://www.youtube.com/channel/UCrUbaT CagwsaP2FmrOp1TsA https://zoella.co.uk/</p> <p>Attitude http://attitude.co.uk/</p> <p><i>There will be one two-part question or one extended response question</i></p>	<p>Overview: Revision and recap of the examination components including:</p> <p>Component 1 recap</p> <p>Component 2 recap</p> <p>Exam techniques</p> <p>Revision plans</p> <p>Past papers</p>	