

<b>Subject</b>	<b>English</b>						
	<b>Interpretation of National Curriculum into Year group Endpoints</b>						
<b>Year</b>	<b>Term 1</b>		<b>Term 2</b>		<b>Term 3</b>		
<b>12 Media</b>	<ul style="list-style-type: none"> <li>•Component 1 Section A: Advertising and Marketing focused on Audience, Media Language and representation.</li> <li>oTide Advertisement</li> <li>oWater Aid Advertisement</li> <li>oKiss of the Vampire advertisement</li> </ul>	<ul style="list-style-type: none"> <li>•Component 1 Section A: Newspapers focused on Audience, Media Language, Industries and representation</li> <li>oThe Daily Mirror</li> <li>oThe Times</li> <li>•Component 1 Section B: Film Industry focused on marketing, production, distribution, ownership, regulation, stars and context</li> <li>oStraight Outta Compton</li> <li>oI, Daniel Blake</li> </ul>	<ul style="list-style-type: none"> <li>•Component 1 Section A: Music Videos focused on Media Language and representation</li> <li>•Riptide: Vance Joy</li> <li>•Component 1 Section B: Newspapers focused on Industries and representation</li> <li>oThe Daily Mirror</li> <li>oThe Times</li> <li>•Component 2 Section B: Magazines: Mainstream and Alternative Media</li> <li>oWoman Magazine - Historical product</li> <li>oAdbusters - Contemporary non-mainstream product</li> </ul>	<ul style="list-style-type: none"> <li>•Component 2 Section B: Magazines: Mainstream and Alternative Media</li> <li>oWoman Magazine - Historical product</li> <li>oAdbusters - Contemporary non-mainstream product</li> <li>•Component 2 Section A: Television: Mainstream and Alternative Media</li> <li>oHumans - English-speaking Programme</li> </ul>	<ul style="list-style-type: none"> <li>•Component 3: Cross Media Production</li> <li>oResearch of Industry, Genre, Audience and Similar Products</li> <li>oPlanning of independent products</li> <li>oStatement of Aims and Intentions</li> <li>oMedia Product Production</li> </ul>	<ul style="list-style-type: none"> <li>•Component 3: Cross Media Production</li> <li>oResearch of Industry, Genre, Audience and Similar Products</li> <li>oPlanning of independent products</li> <li>oStatement of Aims and Intentions</li> <li>oMedia Product Production</li> </ul>	