

Subject	Media Studies				
Year	Term 1		Term 2		Term 3
12	1a. Introduction to Media Studies Students will begin an Introduction to unit focusing on Industry and Audience frameworks. Students will then focus on two set texts for Advertising and Marketing, Tide and WaterAid print and audio-visual advertisements. Alongside students will also be: Introduction to Media Language and Representation frameworks Students will then focus on three texts for these frameworks with print advertising and audio-visual Tide, WaterAid, Kiss of the Vampire	1b. Film and Newspapers Students will begin set text study on two films focusing on Industry frameworks. Students will consider Black Panther and I, Daniel Blake. Students will consider aspects surrounding: <ul style="list-style-type: none">• Ownership and Profit Models• Advertising and Marketing• Genre• Regulation and Classification• Release and distribution Alongside students will also be: Newspapers – Set Texts <i>The Daily Mirror</i> and <i>The Times</i> Students will focus on Media Language and Representation	2a. Music Videos and Magazines Students will begin set text study on music videos focusing on Media Language and Representation Formation by Beyoncé Riptide by Vance Joy Alongside students will also be: Magazines– Set Texts Woman and Adbusters Students will focus on Media Language and Representation. Students will focus on all framework areas: Students will focus on all framework areas: Media Language Representation Industry Audience	2b. Revision & Skills Consolidation and Magazines Students will consolidate learning thus far and practice exam technique. Alongside students will also be finishing their magazine study: Magazines– Set Texts Woman and Adbusters Students will focus on Media Language and Representation. Students will focus on all framework areas: Media Language Representation Industry Audience	3a & 3b. Coursework (Non-Exam Assessment, NEA) Students will be formal introduction to the Non-Exam Assessment (NEA) which is worth 30% of their final mark. Students will create a cross-media production involving print media forms based off a media brief where product and audience will be outlined. Students must follow this brief precisely in all aspects of their coursework from research to final production. Students will consider the four key frameworks in this process: Media Language, Audience, Representation, and Industry Students will also produce Online: Two functioning webpages, a homepage and a supplementary page related to their product as outline in the media brief AUDIO/AUDIO-VISUAL: The website should including a 30-45 seconds of original audio or audio-visual material an audio/ video blog by an actor detailing the process of creating their character or the role of the character in the narrative [Marks] available [10] – Statement of Aims and Intentions [20] – creating a product that meets the requirements of the brief. Matching form, genre, industry, context and target audience. [30] – creating a product that uses media language to communicate meaning and construct representations.