



## A LEVEL – YEAR 12 – MEDIA STUDIES – CURRICULUM OVERVIEW

Autumn Term		Spring Term		Summer Term	
Teacher 1	Teacher 2	Teacher 1	Teacher 2	Teacher 1	Teacher 2
Key Themes	Key Themes	Key Themes	Key Themes	Key Themes	Key Themes
<p>Introduction to A Level course.</p> <p>Introduction to theoretical framework.</p> <p>Paper 1: Section A:</p> <ul style="list-style-type: none"> <li>● Advertising and Marketing</li> <li>● Media Language and Representation</li> <li>● Advertising and Marketing</li> <li>● Audience &amp; Industry.</li> </ul> <p><b>CSP Focus:</b></p>	<p>Paper 1: Section B:</p> <ul style="list-style-type: none"> <li>● Introduction to Newspapers</li> <li>● Media Language &amp; Representation</li> <li>● Paper 1: Section B Newspapers: Industry and Audience</li> </ul>	<p>Paper 2 Section A: TV Introduction and Industry overview:</p> <ul style="list-style-type: none"> <li>● TV Set Product 1: <i>Capital</i>.</li> <li>● Media Language</li> <li>● Representation</li> <li>● Industry</li> <li>● Audience</li> <li>● TV Set Product 2: <i>Deutschland '83</i></li> <li>● Media Language</li> <li>● Representation</li> <li>● Industry</li> <li>● Audience</li> <li>● Exam practice</li> </ul> <p><b>CSP Focus:</b></p> <ul style="list-style-type: none"> <li>● <i>Capital</i></li> <li>● <i>Deutschland '83</i></li> </ul>	<p>Paper 2 Section B: Magazines Introduction and Industry overview:</p> <ul style="list-style-type: none"> <li>● Mainstream product – GQ (Language, Representation, Audience, Industry)</li> <li>● Non-Mainstream product – <i>The Gentlewoman</i> (Language, Representation, Audience, Industry)</li> <li>● Theoretical approaches</li> <li>● Exam practice</li> </ul> <p><b>CSP Focus:</b></p> <ul style="list-style-type: none"> <li>● <i>GQ</i></li> <li>● <i>The Gentlewoman</i></li> </ul>	<p>Revision and mock exam</p> <p>Paper 3 – Cross-Media Practical Production (NEA)</p> <ul style="list-style-type: none"> <li>● Introduction to briefs, initial research/ ideas/choose genre.</li> <li>● Research - analysis of similar cross-media products (Language, Representation, Audience, Industry). Audience – target/ positioning</li> <li>Secondary research: industry/theory.</li> </ul> <p><b>CSP Focus:</b></p> <ul style="list-style-type: none"> <li>● <i>Exam practice – UCAS Exams</i></li> </ul>	<p>Cross-Media Practical Production (NEA)</p> <ul style="list-style-type: none"> <li>● Detailed planning – both cross-media products. Plan for time/resources.</li> <li>● Submit <i>Statement of Intent</i>.</li> <li>● Production tasks for main product.</li> <li>● Filming/ copywriting/ design.</li> </ul> <p>Construction/editing Full draft/rough cut of product 1.</p> <p>Teacher review.</p>



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<ul style="list-style-type: none"> <li>• <i>Score</i></li> <li>• <i>Sephora</i></li> </ul>	<b>CSP Focus:</b> <ul style="list-style-type: none"> <li>• <i>The Daily Mail</i></li> <li>• <i>The Guardian</i></li> </ul>				
<b>Assessment / Composite Tasks</b>	<b>Assessment / Composite Tasks</b>	<b>Assessment / Composite Tasks</b>	<b>Assessment / Composite Tasks</b>	<b>Assessment / Composite Tasks</b>	<b>Assessment / Composite Tasks</b>
Semiotic analysis of <i>Score</i> advertisement.	Past paper exam question: Newspapers	Past paper exam question: Television	Past paper exam question: Magazine	Whole past paper exam: Mix of Paper 1&2 questions	Teacher review of NEA work to-date & <i>Statement of Intent</i> .