



# MEDIA CURRICULUM MAP

## FURTHER STUDY

## CAREER PATHS

## SKILLS

University study of media

Media industries – film, television, advertising, journalism, production and design

Critical analysis, interpretation, evaluation, media design and production

Assessment: a series of timed questions on Component 1 and 2 covering all topics and questions and across all the mark ranges.

Assessments: evaluate a theoretical reading and apply to the both set texts in the online industry. Magazines (30 marks) - evaluate a theoretical reading and apply to the both set texts in the magazine industry.

### Revision and Practice

- Application and evaluation of theories
- Comparison of industry influences
- Industry contexts
- Key media concepts
- Ideological and theoretical perspectives

### Online Media Magazines

- Analysis of representations and narratives
- Audience demographics
- Ideological perspectives
- New media technologies
- Regulation and controls

### Online Media Magazines

- National and global context of the online media industry
- Mass and specialised audiences
- Magazine genres and conventions
- Changing magazine audiences
- Convergence

### Television Component 1 Revision

- National television industry context
- Television ownership and distribution
- Influence of technology and ownership
- Context analysis
- Convergence

Assessment: Radio (15 marks) – evaluate the impact of changing technologies in the industry.

Assessment: Video Games (15 marks) – evaluate the effectiveness of regulation in the industry.

Assessment: Film (30 marks) comparison of one set text with an unseen. Film (15 marks) evaluate the influence of ownership on production, distribution and exhibition.

YEAR 13

### Creative Media Productions and Radio

- conventions of media production (genre conventions)
- Introduction to Photoshop – skills development
- Production planning and design
- Context of radio in the UK
- Commercial and public sector radio
- (New) technologies and radio

### Creative Media Productions and Video Games

- New technologies and the video games industry
- They dynamic of audience
- Regulation
- Gender representation
- Post-feminism
- Audience

### Creative Productions and Film

- Mainstream and independent film
- Genre conventions
- Audience
- Ownership
- Production, distribution and exhibition

### Creative Productions Television

- Evaluate how meanings are encoded in creative productions
- Textual analysis of television text sequences – particularly representations

Assessment: creative media production (60 marks); evaluate a theoretical reading and apply to British television industry and the set text (30 marks)

Assessment: evaluate a theoretical reading and apply to foreign television industry and the set text (30 marks)

### Newspapers and Marketing

- the effects of ownership
- Analysing representations and effects
- Function and effect of regulation
- Purposes and context of newspapers
- Set text analysis
- Hegemony

### Music Videos and Marketing

- Purposes of marketing
- Audience positioning, gender representations and genre
- Post-modernism and post-feminism
- The influence of context(s) on texts

### Media Language, Concepts and Theories

- Introduction to media concepts of narrative, representation, audience, genre and ideology
- Theories of representation and audience
- Media terminology
- Skills in textual analysis

YEAR 12

Assessment: Newspapers – Section A - (30 marks) comparison with unseen text Newspapers (15 marks) – Section B - the influence of ownership Marketing (15 marks) – how has context influenced production and consumption?

Assessment: Music videos assessment (30 marks) - comparison of one set text with an unseen. Focus on representations Marketing (15 marks) how are audiences 'positioned'?

Assessment: Baseline assessment (15 marks) - how is media language used to communicate meanings and ideological perspectives in 2 unseen print-based texts.

### MEDIA SKILL

Textual Analysis

### MEDIA SKILL

Evaluation and Interpretation

### MEDIA SKILL

Apply theories

### MEDIA SKILL

Creative media productions