Key Stage 5 Curriculum Journey: Media Studies

The curriculum in Media will enable learners, through a systematic analysis of media language, industries and practices, to shape their perspectives of self, society and culture.

THE YEAR 12 CURRICULUM JOURNEY

	HALF TERM 1	HALF TERM 2	HALF TERM 3	HALF TERM 4	HALF TERM 5	HALF TERM 6
Topic and learning focus	Media Language, Concepts and Theories	Music Videos Advertising and Marketing	Newspapers Advertising and Marketing	Creative Media Productions Radio	Creative Media Productions Video Games	Creative Media Productions Film
Foundational Knowledge Prior learning needed	Appreciate that media texts communicate meanings. Understand and apply media terminology to a range of media texts.	Understand the different purposes behind marketing and advertising. Identify the conventions and narratives within the music video texts	Understand the effects of ownership on media industries. Analyse unseen newspaper texts	Understand the conventions associated with media design. Understand how the UK radio industry is shaped through public service and commercial	Design the creative texts to meet the genre conventions. Appreciate how complexity of design will deepen meanings. Examine the context of the video games industry	Apply creative design ideas using increasing more sophisticated editing techniques. Distinguish between mainstream and alternative film
Core Knowledge and skills	Identify text and genre conventions. Analyse how meanings are encoded in a range of texts and genres. Become fluent in the use of media terminology when analysing texts	Explore how audiences are positioned. Deconstruct the set texts – how are meanings encoded? Analyse the theories associated with genre	Explore how texts communicate different representations and their effects. Deconstruct the remaining set texts for meanings and contexts	Design a series of linked media products that communicate a sequenced narrative. Become familiar with the skills of image editing. Deconstruct the radio set text. Evaluate the impact of ownership on the radio industry	Evaluate a range of appropriate style models and make an analysis of structure and special effects. Construct a series of original images, edit and manipulate into a pre-planned design. Deconstruct the video games set text for meanings	Evaluate the overall impact of how meanings are encoded in the sequence of creative productions. Deconstruct the film trailers of the set texts. Examine the impact of ownership on the film industry
Developmental Knowledge and Skills	Explore media concepts of narrative, audience and representation and apply their associated theories. Understand the characteristics and function of post-modernism	Examine how contexts influence meanings in texts. Understand the characteristics and function of feminism and post-feminism	Examine theories and perspectives associated with representation (particularly gender). Evaluate the function and effect of regulation	Identify how codes and signs are used to anchor meanings in creative design. Evaluate how changing technologies affect radio production and consumption	Modify and adapt design of the creative product to more effectively communicate meanings. Evaluate the function and effect of regulation	Make explicit how theories can be applied to the interpretation of the creative production. Evaluate the structure of the film industry: conglomerates, integration and convergence

Complex Knowledge	Interpret how texts communicate ideologies Apply the theories underpinning post-modernism	Make ideological interpretations Apply the theories underpinning feminism and post-feminism	Evaluate how texts communicate ideology and hegemonic power	Acquire more sophisticated skills of image manipulation (Photoshop) Apply industry theories of ownership	Evaluate and re-draft to ensure that the preferred reading is encoded. Evaluate the changing nature of audience within the industry	Evaluate the effect of ideology, context and genre within the creative production Evaluate the effects of changing technologies on film marketing
Literacy (including reading)	Knowing and controlling the use of the terminology of media language Complex sentence structures Planning: the 'what' and the 'how'	Fluency: using linkages to connect ideas and lines of argument Complex sentence structures	Reading the news Developing lines of argument	Comparison writing Using media language to construct meanings	Developing a synoptic written style	Comparison writing Using media language to construct more complex meanings
Cultural Capital	British and global cultural media references	Brand identity and cultural values	British news News values	BBC and Radio 4 and British cultural and social identity	Gaming and popular culture as 'the new' cultural capital	British social realism and independent British film
Social, Moral, Spiritual and Cultural Development	Understand how social and cultural meanings are communicated discretely through media products	Exploring the representations of self and cultural identity	Knowledge of current affairs to explore how narratives are shaped and consumed	Current affairs: national and international news awareness	Aesthetic design Cultural iconography in creative production /design	Social conscience, social inequality, social justice explored through British social realism
Fundamental British Values	British values rooted in cultural representations and narratives	Exploring ideology – justice, liberty, democracy	Ideological perspectives in the news British values represented in the news	British values represented through cultural institutions (the BBC)	Regulation for British values	Tolerance and compassion in British social realism
Assessment	Baseline assessment (15 marks) - how is media language used to communicate meanings and ideological perspectives in 2 unseen print-based texts. Feedback and re-drafting	Music videos assessment (30 marks) - comparison of one set text with an unseen. Focus on representations Marketing (15 marks) how are audiences 'positioned'? Feedback and re-drafting	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? Feedback and re-drafting	Radio (15 marks) – evaluate the impact of changing technologies in the industry. Feedback and re-drafting	Video Games (15 marks) – evaluate the effectiveness of regulation in the industry. Feedback and re-drafting	Film (30 marks) comparison of one set text with an unseen. Film (15 marks) evaluate the influence of ownership on production, distribution and exhibition. Feedback and re-drafting