

Year 13 curriculum Map



Subject: media

Year: 13

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content Knowledge	<p>Comp 1 Case Study Revision Theorists</p> <p>Comp 2 Media in the Online Age: Zoella</p>	<p>Comp 1 Exam Structures / Practice</p> <p>Comp 2 Media in the Online Age: Attitude</p>	<p>Mock Exams / React</p>	<p>Comp 1 Revision</p> <p>Coursework submission</p> <p>Comp 2 revision</p>	<p>Exams</p>	
Skills	<p>Comp 1 use a range of complex theories of media studies and use specialist subject specific terminology appropriately in a developed way</p>	<p>Comp 1 debate key questions relating to the social, cultural, political and economic role of the media through discursive writing construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured in an extended response.</p>				

Comp2 Skills

analyse critically and compare how media products, including products outside the commercial mainstream, construct and communicate meanings through the interaction of media language and audience response

- use and reflect critically upon a range of complex theories of

media studies
and use
specialist
subject-specific
terminology
appropriately in
a developed
way

- debate
critically key
questions
relating to the
social, cultural,
political and
economic role
of the media
through
sustained
discursive
writing

- construct and
develop a
sustained line of
reasoning which
is coherent,
relevant,
substantiated
and logically
structured in an
extended
response.

<p>Key Questions</p>	<p>Comp 1 How do the various theoretical frameworks apply to their relevant case studies?</p> <p>Comp 2</p> <p>How do on- line media producers exhibit aspects of multimodality and hypermodality?</p> <p>What are the typical codes and conventions of webpages?</p> <p>How is media language used to convey particular viewpoints and ideologies?</p> <p>What are the Issues of under-representation of minority groups in the</p>	<p>Comp 1 How should students approach unseen, comparative and stepped questions?</p> <p>Comp 2</p>				
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	<p>set texts?</p> <p>How do the set products incorporate viewpoints and ideologies through their use of media language?</p> <p>What is the effect of cultural context on the representations constructed in the set texts?</p> <p>How are audiences positioned by the set texts?</p> <p>How has digital technological change impacted production and audience interactivity?</p>					
Assessment	Comp 1 Theory / Language Topic	Comp 1 Practice Papers	Mock Exams	Practice Papers		

	<p>Tests</p> <p>Comp 2 Unit test- essay on each key text at end of unit- Zoella</p>	<p>Comp 2 Unit test- essay on each key text at end of unit- Attitude</p>				
Literacy/numeracy/ SMSC/Character	Comp 2: Critical academic writing//extended response	Comp 2: Critical academic writing//extended response				
Enrichment opportunities and futures	Comp 2 -Practical tasks- constructing your own Blog/ building brand identity	Comp 2 Practical task- designing campaign- Logo design/shirt/badge	<p>Careers:</p> <ul style="list-style-type: none"> ● Digital marketer. ● Location manager. ● Media buyer. ● Media planner. ● Media researcher. ● Public relations officer. ● Runner, broadcasting/film/video 			

			<ul style="list-style-type: none">• Social media manager.			
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