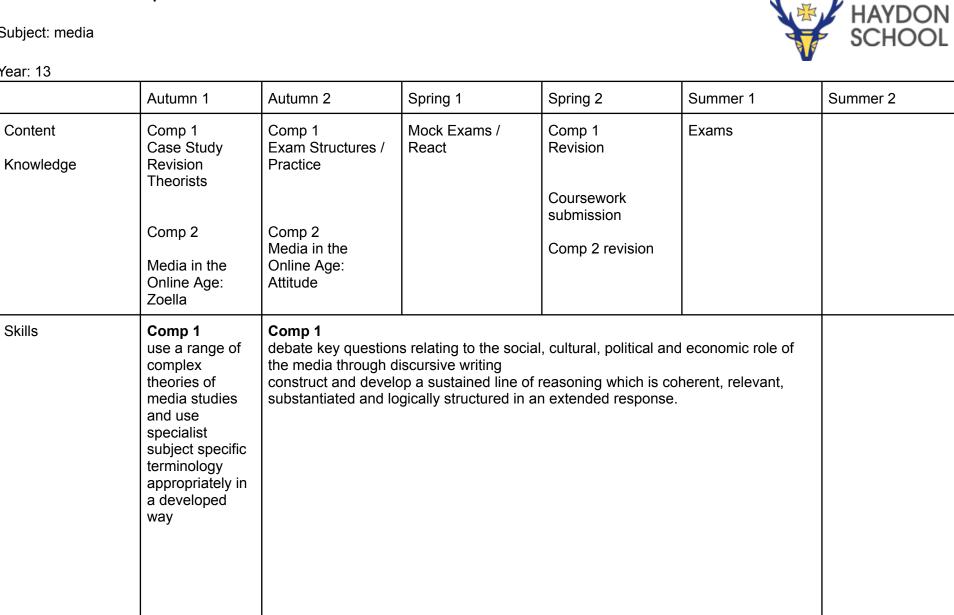
Year 13 curriculum Map

Subject: media

Year: 13

Content

Skills



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. 			
Key Questions	Comp 1 How do the various theoretical frameworks apply to their relevant case studies?	Comp 1 How should students approach unseen, comparative and stepped questions?		

Comp 2	Comp 2		
How do on- line media			
producers exhibit aspects			
of multimodality and			
hypermodality?			
What are the			
typical codes and conventions			
of webpages? How is media			
language used			
to convey particular viewpoints and			
ideologies?			
What are the Issues of			
under-represent ation of minority			
groups in the set texts?			
How do the set			
products incorporate			
viewpoints and ideologies			
through their use of media			
language?			

	What is the effect of cultural context on the representations constructed in the set texts? How are audiences positioned by the set texts? How has digital technological change impacted production and audience interactivity?				
Assessment	Comp 1 Theory / Language Topic Tests Comp 2 Unit test- essay on each key text at end of unit- Zoella	Comp 1 Practice Papers Comp 2 Unit test- essay on each key text at end of unit- Attitude	Mock Exams	Practice Papers	
Literacy/numeracy/ SMSC/Character	Comp 2: Critical academic writing//extende	Comp 2: Critical academic writing//extended			

	d response	response			
Enrichment opportunities and futures	Comp 2 -Practical tasks- constructing your own Blog/ building brand identity	Comp 2 Practical task- designing campaign- Logo design/shrist/badg e	Careers: Digital marketer. Location manager. Media buyer. Media planner. Media researcher. Public relations officer. Runner, broadcastin g/film/video Social media manager.		