

Curriculum Map year 12



Subject: media

Year: 12

| | Autumn 1 | Autumn 2 | Spring 1 | Spring 2 | Summer 1 | Summer 2 |
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| Content Knowledge | <p>Media Language</p> <p>Comp 2 - Introduction to Understanding film Language. Practical tasks</p> <p>Introduction to TV Drama/ genre</p> | <p>Comp 1 Advertising: Tide, WaterAid, Kiss of the Vampire.</p> <p>Music Video: Formation, Riptide</p> <p>Comp 1 Film: Black Panther, I Daniel Blake Radio: LNWH Video Games: Assassins Creed</p> <p>Comp 2- Set works- television in the global age: Peaky Blinders</p> | <p>Comp 1 Newspapers The Daily Mirror The Times</p> <p>Comp 2- set works- television in the global age: Nordic Noir: The Bridge</p> | <p>NEA Magazine / Website Production</p> <p>Comp 2 Magazines: Mainstream and Alternative Media Non Contemporary text. Set text: Woman magazine</p> | <p>NEA Magazine / Website Production</p> <p>Comp2 Magazines Mainstream and Alternative Media set text: Ad Busters Magazine</p> | <p>NEA Magazine / Website Production</p> |
| Skills | <p>Students gain skills in Unseen Media Analysis based on the 6 Language Codes (Technical, Visual, Audio, Linguistic, Genre,</p> | <p>Comp 1 Analyse critically and compare how media products, including products outside the commercial mainstream, construct and communicate</p> | <p>Comp 1: Debate critically key questions relating to the social, cultural, political and economic role of the media</p> | <p>NEA Apply knowledge and understanding of media language, representation, media industries and audiences to a cross-media production Apply knowledge</p> | | |

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| | <p>Narrative). Students develop understanding of key terms and how to apply them to the analysis of Film posters, Print Adverts, TV Adverts, Music Videos and Newspaper Covers. Students also develop their understanding of the theories relevant to Media Language Analysis (Semiotics, Structuralism, Intertextuality). This work ensures students are prepared for the Media Language Question of Paper one. Unit concludes with a formal assessment of an unseen text.</p> <p>Comp 2: Moving</p> | <p>meanings through the interaction of media language and audience response</p> <p>Further to analysis, students develop knowledge and understanding of key aspects of media industries and audiences</p> <p>Comp 2: Textual analysis</p> <p>Understanding the frameworks and applying them to the set texts</p> <p>Understanding the relevant theories and theorists and applying them to the set texts</p> | | <p>and understanding of the digitally convergent nature of contemporary media</p> <p>Use media language across media forms to express and communicate meaning to an intended audience.</p> <p>Comp:2 Semiotic analysis of set pages - Images</p> <p>Analysis of Articles and typography</p> <p>Understanding institutional context</p> <p>Understanding the frameworks and applying them to the set texts</p> <p>Understanding the relevant theories and theorists and applying them to the set texts</p> | | |
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| | image analysis | | | | | |
| Key Questions | <p>Media Language: how the media through their forms, codes, conventions and techniques communicate meanings</p> <p>Representation : how the media portray events, issues, individuals and social groups</p> <p>Comp 2: How is meaning being created through film language?</p> <p>How is representation being dealt with in the text?</p> <p>What were the institutional context within which the text was produced?</p> <p>How is the audience</p> | <p>Comp 1 Media Industries: how the media industries' processes of production, distribution and circulation affect media forms and platforms</p> <p>Audiences: how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.</p> <p>Comp 2: Key Frameworks applied to texts-film language, codes and conventions,representation, audience, narrative, genre institution</p> <p>How is genre and</p> | <p>Comp 1: How media products relate to, and reflect their contexts</p> <p>Comp 2: Key Frameworks applied to texts-film language, codes and conventions,representation, audience, narrative, genre institution</p> | <p>NEA</p> <p>How and why will you use media language in your cross-media production?</p> <p>How and why will you construct representations of individuals, groups and issues/events?</p> <p>How will you target your intended audience?</p> <p>How will your production conform to its industry context?</p> <p>How will your cross-media production demonstrate digital convergence?</p> <p>Comp 2: Key Frameworks applied to texts-</p> <p>Media Language Representations Media Industries Audiences</p> | | |

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| | <p>expected to receive the text?</p> <p>How can the text be considered postmodern?</p> <p>Historical Context Social and Cultural Context Political Context Economic Context</p> | <p>generic hybridity reflected in the texts?</p> <p>How are typical conventions of genre challenged or subverted?</p> <p>How can the texts be described as postmodern?</p> <p>How are the texts products of the culture and context in which they were produced?</p> <p>How does representation reflect discourses and ideologies?</p> <p>How is gender dealt with in terms of representation?</p> <p>Do the texts challenge or support patriarchal structures?</p> <p>How are question of race and ethnicity dealt with?</p> <p>How does</p> | | <p>Historical Context Social and Cultural Context Political Context Economic Context</p> <p>Comp 2- Magazines</p> <p>How is genre reflected in the texts?</p> <p>How do design and conventions support particular ideologies?</p> <p>What are the social, cultural and historical factors involved in representations produced- ethnicity, gender, race?</p> <p>What are the differences between mainstream and alternative media?</p> <p>How does funding work for the magazine industry?</p> <p>What is the impact</p> | | |
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| | | Television operate in a global economy? | | of technological change on the magazine industry? How do audiences use and how are they affected by magazines? | | |
| Assessment | Comp 1: Case Study Topic Tests | Comp 1: Case Study Topic Tests Comp 2:End of unit test/ paper/extended writing | Comp 1: Case Study Topic Tests Comp 2 End of unit test/ paper/extended writing | NEA Grading | NEA Grading | NEA Grading |
| Literacy/numeracy/ SMSC/Character | Media literacy/ language | Extended writing | Extended writing | | | |
| Enrichment opportunities and futures | Practical task-making your own Tv Drama scene/ trailer | Careers: <ul style="list-style-type: none"> ● Digital marketer. ● Location manager. ● Media buyer. ● Media planner. ● Media researcher. ● Public relations officer. ● Runner, | | | | |

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| | | <p>broadcastin g/film/video</p> <ul style="list-style-type: none">• Social media manager. | | | | |
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