

KS5 Long Term Plan 2022-2023

Subject: MEDIA

Exam Board: EDUQAS



Intent

The Media curriculum is central to all our student's lives and our aim is to ensure student's leave being 'Media Literate'. Media literacy encompasses the practices that allow our pupils to access, critically evaluate, and create or manipulate media; these skills are aimed to promote awareness of media influence and create an active stance towards both consuming and creating media.

Students will analyse a wide range of rich and stimulating media products, including their history and impact on our society, gaining an understanding on how media shapes the world around us. This will offer students the opportunity to develop a thorough and in depth understanding of these key issues, using a comprehensive theoretical framework and a variety of advanced theoretical approaches and theories to support critical exploration and reflection, analysis and debate.

Additionally, our students will be offered a choice of production briefs based on our teacher expertise, enabling them to explore and pursue their own media interests. Students will understand the fundamental relationship between theoretical and practical work, providing them with exciting opportunities to develop media production skills, apply their knowledge and understanding of the theoretical framework, and become creators of meaning themselves.

Learning about the wider context of our society and the skills our students will develop over time, will be invaluable resources applied throughout their cross-curriculum studies and lives. For example:

- 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 discursive writing.*
- Apply knowledge and understanding of the digitally convergent nature of contemporary media*

Implementation

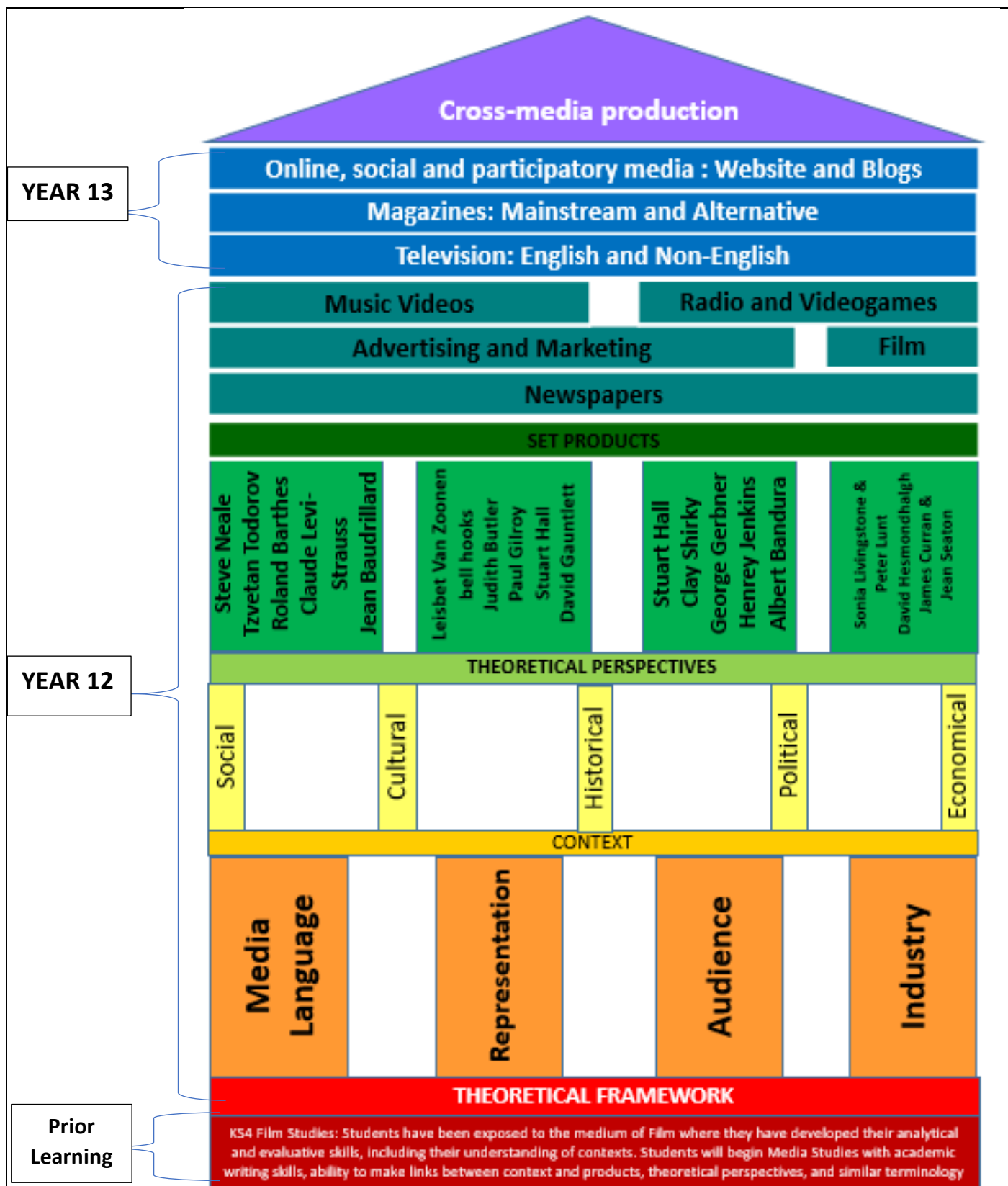
- 2 year mapped curriculum from Year 12 to Year 13 which develops learner knowledge and understanding in order for learners to progress in their knowledge and understanding of Media Studies.*
- Learners will come into Media Studies with the prior knowledge of analytical and evaluative skills built within Film Studies*

Core Pillars:

- Theoretical Framework: Media Language, Representation, Industry, and Audience.*
- Context: social, cultural, political, historical, economical*
- Theoretical Perspectives (see image below)*

Applied to the following:

Media forms and products: advertising & marketing, music videos, newspapers, film, videogames, and radio. (includes production work)



Year 12 Induction period:

- This includes teaching the theoretical framework, through media forms familiar to students: (Media language, representation, industry and audience). Learners will progress from studying and analysing the theoretical framework to recognising how contexts and applying theoretical perspectives can deepen their understanding of it. These core areas of knowledge and understanding are implemented within each set product and production brief selected.

Teaching Rationale:

- Component 1 is taught in Year 1 along with completing Component 3 (NEA); Component 2 is taught in year 2.
- Component 1 breaks down the additional study areas to develop understanding which will be asked synoptically in Component 2.
- Component 2 expects learners to engage with evaluative writing, which may also be seen as an advanced skills that would benefit from being taught later on in the course.
- Set products chosen are diverse, varied, and relevant for sixth form pupils.

Teaching:

Due to the ever-changing world of Media, lessons are always being improved and include relevant products to students and societal interests going on in the world (BLM, body confidence, gender pay gap, coronavirus, etc.). Lessons are designed to interleave content from the start of lesson, then an application of new skills and content takes up the majority of lesson time, with knowledge and understanding checks throughout. The end of lessons are a review of their learning and time to make links from previous content. At the end of topics, students reflect on their confidence on certain skills/content and this is added to their personal learning checklist to ensure they understand their own progress. This also helps the teacher to assess progress of the class and any implementation required in future lessons.

Coursework

Coursework is completed after Component 2 topics. Students will implement their core skills and additional topics areas to create an opening of a film extract or screenwriting. This also includes an evaluation element.

Assessments and Homework

- The course includes the regular feature of 'exam weeks' at which points learners can consolidate learning and update their revision notes/undertake mocks and create a comprehensive revision file that they can return to at the end of the course
- Clear assessment policy hinged on quality teacher/student dialogue, either verbally or in written form using DIRT time.
- Homework includes independent booklets which enable learners to read wider context around each film, questions which build on skills learnt within lessons, practice exam questions, applying terms and theories. Monitored weekly.

Impact

- Engaged and motivated students who enjoy their lessons.
- Students develop a lifelong love of understanding the media around them
- Independent booklets have evidence of a wealth of varied tasks, showing progress in the skills needed to be successful at A-Level
- Students that are meeting or exceeding benchmarks.
- Students that are confident to respond to and discuss media both verbally and in writing.
- Students that can act on verbal or written feedback to improve their work.
- Students who have a deeper understanding of other time periods, other cultures/attitudes/viewpoints.
- Students choose to develop their learning further by studying media in further education or an apprenticeship in a similar field.

Term	Topics Covered (Date completed by and number of lessons)	Skills/AOs/interleaved content	Assessment (date and nature of assessment)
Yr 12 Autumn 1	<p>Introduction to the theoretical framework of media language, representation, institution and audience in relation to Component 1 (4 weeks)</p> <p>Set text focus: Media Language and Representation</p> <ul style="list-style-type: none"> • advertising/marketing (3 wks) • music videos (2 wks) <p>Introducing key theorist</p> <p>Induction to practical skills: print</p>	<p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions</p>	<p>Media language question – 15 marks – 30 mins</p> <p>Representation question – 30 marks – 1 hour</p>
Yr 12 Autumn 2	<p>Set text focus: Media Language and Representation</p> <ul style="list-style-type: none"> • newspapers (2 wks) <p>Set Text focus: Industry and Audience</p> <ul style="list-style-type: none"> • newspapers (2 wks) • film (2 wks) <p>Key theorists</p>	<p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions</p>	<p>Section A – 45 marks – 1hr 30mins</p> <p>Section B – 45 marks – 45 minutes</p>
Yr 12 Spring 1	<p>Set Text focus: Industry and Audience</p> <ul style="list-style-type: none"> • radio (2 wks) • video games (2 wks) <p>Section A and Section B Exam focus (2 wks)</p>	<p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions</p>	<p>Section A – 45 marks – 1hr 30mins</p> <p>Section B – 45 marks – 45 minutes</p>
Yr 12 Spring 2	<p>Interleave set products.</p> <p>Begin Component 3 (NEA): Research, planning, statement of aims (6 wks)</p>	<p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions</p>	<p>Section A – 45 marks – 1hr 30mins</p> <p>Section B – 45 marks – 45 minutes</p>

Yr 12 Summer 1	Interleave set products. Continue Component 3 (NEA): Filming and Editing (6 wks)	AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.	Section A – 45 marks – 1hr 30mins Section B – 45 marks – 45 minutes
Yr 12 Summer 2	Interleave set products. Complete Component 3 (NEA): Filming and Editing	AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.	Section A – 45 marks – 1hr 30mins Section B – 45 marks – 45 minutes
Yr 13 Autumn 1	Finalise Component 3 Begin Component 2 Section A: Television English: Humans (4 weeks) <ul style="list-style-type: none"> • Product context • HSPCE context • Media Language • Genre • Narrative • Representation • Industry • Audience • Theory application • Exam Practice Non- English: The Returned (4 weeks) <ul style="list-style-type: none"> • Product context • HSPCE context • Media Language • Genre • Narrative • Representation • Industry • Audience • Theory application • Exam Practice 	AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes. AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions	Humans question – 25 mins – 15 marks Representation Question – 25 mins – 15 marks Component 1 mock
Yr 13 Autumn 2	Complete Component 2 Section A: Television Begin Component 2 Section B: Magazines Mainstream: Vogue (6 wks) <ul style="list-style-type: none"> • Product context • HSPCE context • Media Language • Genre • Narrative • Representation 	AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes. AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions	Humans & Returned question – 50 mins – 30 marks Vogue question - 25 mins – 15 marks The Big Issue question - 25 mins – 15 marks

	<ul style="list-style-type: none"> • Industry • Audience • Theory application • Exam Practice <p>Alternative: The Big Issue (6 wks)</p> <ul style="list-style-type: none"> • Product context • HSPCE context • Media Language • Genre • Narrative • Representation • Industry • Audience • Theory application • Exam Practice 		
Yr 13 Spring 1	<p>Complete Component 2 Section B: Magazines</p> <p>Begin Component 2 Section C: Online</p> <p>Blog: Zoella (6wks)</p> <ul style="list-style-type: none"> • Product context • HSPCE context • Media Language • Genre • Narrative • Representation • Industry • Audience • Theory application • Exam Practice <p>Online Mag: Attitude (6wks)</p> <ul style="list-style-type: none"> • Product context • HSPCE context • Media Language • Genre • Narrative • Representation • Industry • Audience • Theory application • Exam Practice 	<p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions</p>	<p>Vogue and The Big Issue question – 50 mins – 30 marks</p> <p>Zoella questions - 25 mins – 15 marks</p> <p>Attitude question - 25 mins – 15 marks</p>
Yr 13 Spring 2	<p>Complete NEA - Submit Component 3 (2 weeks)</p> <p>Component 1 and 2 Recap (4 wks)</p> <ul style="list-style-type: none"> • Interleave content • Exam practice • PLCs 	<p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions</p>	<p>Component 1 exam</p> <p>Component 2 exam</p>

Yr 13 Summer 1	Revision and Interleaving of Component 1 and Component 2	AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes. AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions	Exams
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