

A Level Media Studies Curriculum Map

Aims and Rationale: Media Studies at A Level aims to equip students with the skills to read and understand the role of the media in the world they live in. Through studying established and evolving media forms, our students will draw on their existing knowledge of the media but extend and develop their critical appreciation and understanding. Through close analysis of existing media products and study of media contexts and theories, students will also have exciting opportunities to create their own cross-media productions. We provide students with an understanding of the industry and audience issues in the media today and in the past, and encourage inquiry, debate and independent investigation of a rich variety of products and forms of the media.

YEAR 12	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content and Skills:	- Advertising and Marketing -The Film Industry Introduction to the media framework Study of codes and conventions Close analysis of set products and comparison Understanding of contexts Theoretical study, including semiotics Camerawork, planning and practical print-based work	- Newspapers Analysis of set products for media language and representations Study of the industry and contexts, including online news Theoretical study Practical tasks	-Music Video Study and close analysis of set music video products Study of theories and contexts (including feminism and postcolonialism) Practical moving image skills One Minute Movie practical task	-Television and Magazines In depth study of TV drama English Language set product In depth study of historical magazine set product. Further study of theories and contexts, including postmodernism, narrative and genre	NEA Begin work on NEA - cross-media production following a set brief: Research, planning and statement of aims Begin work on first production Revision for Formal Assessments	
Main	Unseen print advert analysis	Newspapers	Music Video analysis	Magazine analysis in context	TV - analysis	Formal Assessments



Assessment:						
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YEAR 13	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content and Skills:	NEA Completion of both products for cross-media production and submission at half term	Radio and Video Games Industry and Audience study of these set products (<i>Assassin's Creed</i> franchise and podcasts from radio)	Television and Magazines In depth study of non-English language TV product -and comparisons with English Language product. In depth study of contemporary magazine product and comparisons with historical magazine.	Media in the Online Age In depth study of online magazine and blog set products. Make connections and secure theories for extended written response.	Revision	
Assessment:	NEA - practical production and statement of aims	- Radio (audience) - Magazines (extended response)	TV Crime drama (extended response)	Formal Assessments Exam Paper Practice		

Literacy/ Numeracy/ Ethos across the course	Essay skills, including comparison and extended responses Use of terms and new vocabulary Awareness of the world around us and how the media represents this Discussions and debates Consideration of representations including gender, ethnicity, etc Exploration of theories, including postcolonialism, feminism, gender, identity Study of industry theories, including regulation, power and media industries and cultural industries Understanding of audience and consumption of media, including fandom, global audiences and the evolution of media products (including theories associated with these areas) Planning and research skills; time management, organisation and risk assessments
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