

	Year 12	Year 13
Autumn half term 1 Sequential knowledge and skills	<p>Media One and Media Two Introduction to Media Effects Theory, Semiotics and Reception Theory AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes. AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including in relation to their contexts and through the use of academic theories • evaluate academic theories • make judgements and draw conclusions.</p> <p>Introduction to Effects</p> <ul style="list-style-type: none"> • Media effects including Bandura. • Uses and gratifications • Hypodermic needle theory • Moral panic • Imitation • Cumulation • Media literacy. • Moral panic • Cultivation <p>Introduction to Semiotics</p> <ul style="list-style-type: none"> • sign, signifier, signified, icon, index, symbol • denotation, connotation • myth , ideology • Syntagm, Paradigm <p>Introduction to Reception Theory</p> <ul style="list-style-type: none"> • encoding/decoding • hegemonic/negotiated/oppositional • agenda setting • framing • myth making 	<p>Complete Music Videos Media One -Music Videos: The Specials Ghost Town and Common Letter to the Free. AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes. AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including in relation to their contexts and through the use of academic theories • evaluate academic theories • make judgements and draw conclusions.</p> <ul style="list-style-type: none"> • Media language including semiotics • Narrative including Todorov • Genre including Neale • Media representations including Post Colonialism and Post Modernism • Contexts including Brixton Riots, BLM, social and economic factors <p>Media Two - Magazines Men’s Health and Oh Comely</p> <p>AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes. AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including in relation to their contexts and through the use of academic theories • evaluate academic theories • make judgements and draw conclusions.</p> <ul style="list-style-type: none"> • Media Language – analysis of a section of the magazine using media language • Narrative and Genre – including Todorov and Neale • Media Representations – including fluidity/ feminism

		<ul style="list-style-type: none"> Media Industries including Hearst as a conglomerate and Oh Comely as an independent – Hesmondhalgh Media Audiences including reception theory Social and cultural contexts – non binary, fluidity, hypermasculinity.
<p>Assessment Content and methods used to judge learning</p>	<p>End of Unit Assessment – Media Two Section A Exam Paper Q1 – Application of Media Effects to unseen products Exam Questions completed in class and at home. Cornell notes summary sheet</p>	<p>End of Unit Assessment Magazines Exam questions for homework and in class NEA continued completion Cornell Summary Sheet</p>
<p>Autumn half term 2 Sequential knowledge and skills</p>	<p>Media Two – TV Products – Missing and Witnesses AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes. AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including in relation to their contexts and through the use of academic theories • evaluate academic theories • make judgements and draw conclusions.</p> <p>Narrative in Missing and Witnesses</p> <ul style="list-style-type: none"> including Semiotics/ Todorov Genre study including Neale Media Representations including Butler, Van Zoonen and bell hooks. Media Industries including PSB and the nature of the BBC. Media Audiences including Reception Theory Social, political, economic and cultural contexts including Moral Panics, Cultivation, etc. Longer response style questions <p>Revision of Media Effects and Unseen Products</p>	<p>Media One – Advertising – Maybelline and Score AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes. AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including in relation to their contexts and through the use of academic theories • evaluate academic theories • make judgements and draw conclusions.</p> <ul style="list-style-type: none"> Media Language including semiotics Narrative including Todorov Techniques of Persuasion Media Representations including Post Feminism, Feminism, Post Colonialism, Post Modernism Social and cultural contexts including gender fluidity, advertising over time. <p>Revision of TV, Video Games, Music Videos, Unseen, Magazines and Radio products.</p>
<p>Assessment Content and methods used to judge learning</p>	<p>End of Unit Assessment – 25 mark Media Two assessment on the Missing and Witnesses Exam questions completed in class and at home based on Cultivation theory and Neale’s genre theory</p>	<p>End of Unit Assessment Advertising Exam questions for homework and in class NEA continued completion Cornell Summary Sheet</p>

	Cornell Summary Sheet MOCK EXAM JANUARY – Media One and Two – Unseen, media theory application to unseen product and TV response	MOCK EXAM JANUARY – FULL PAPER 1 and 2
Spring Half term 3 Sequential knowledge and skills	<p>Media Two – Video Games – Tomb Raider, Metriod and the Sims</p> <p>AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes.</p> <p>AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including in relation to their contexts and through the use of academic theories • evaluate academic theories • make judgements and draw conclusions.</p> <ul style="list-style-type: none"> • Narrative in Tomb Raider, Metriod and the Sims including Semiotics/ Todorov • Genre study including Neale • Media Representations including Butler, Van Zoonen and bell hooks. Post Modernism and post feminism. • Media Industries • Media Audiences including Reception Theory and Media Effects theories • Social, political, economic and cultural contexts including Moral Panics, Cultivation, etc. • Longer response style questions 	<p>Media Two – Online – Teen Vogue and The Voice</p> <p>AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes.</p> <p>AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including in relation to their contexts and through the use of academic theories • evaluate academic theories • make judgements and draw conclusions.</p> <ul style="list-style-type: none"> • Media Language including semiotics • Narrative including Todorov • Media Representations including Post Feminism, Feminism, Post Colonialism, Post Modernism • Industries including the decline in print and power of the internet • Audience including reception theory • Media Representations including Post Feminism, Feminism, Post Colonialism, Post Modernism • Social, political, economic and cultural contexts.
Assessment Content and methods used to judge learning	End of Unit Assessment – 25 mark Media Two assessment on Video Games Exam questions completed in class and at home based on Post Modernism and Neale’s genre theory Cornell Summary Sheet	End of Unit Assessment - Online Exam questions for homework and in class NEA completion Cornell Summary Sheet
Spring Half term 4 Sequential knowledge and skills	<p>Media One – The Daily Mail and the i Newspapers</p> <p>AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes.</p> <p>AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including in relation to their contexts and through the use of academic theories • evaluate academic</p>	<p>Media One – Section B - Film– <i>Blinded by the Light</i></p> <p>AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes.</p> <p>AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including in relation to their contexts and through the use of</p>

	<p>theories • make judgements and draw conclusions.</p> <ul style="list-style-type: none"> • Narrative including an in-depth analysis of the paper and selection of the website. • Media Industries including independent publishers and conglomerates such as DMGT – Hesmondhalgh – Vertical and Horizontal Integration. • Media Audiences including media effects theories and reception theory • Social, political, economic and cultural contexts surrounding the nature of print and the decline in the print industry. • Medium response style questions 	<p>academic theories • evaluate academic theories • make judgements and draw conclusions.</p> <ul style="list-style-type: none"> • Media industries including independent films and advertising • Social, economic and cultural contexts <p>Revision of TV, Video Games, Music Videos, Unseen, Magazines, Online, Advertising and Radio products.</p>
<p>Assessment Content and methods used to judge learning</p>	<p>End of Unit Assessment – Media One response on The Daily Mail and the i Newspapers Exam questions completed in class and at home based on Hesmondhalgh and media literacy. Cornell Summary Sheet</p>	<p>End of Unit Assessment – Film Cornell Summary Sheet</p>
<p>Summer half term 5 Sequential knowledge and skills</p>	<p>Media One – War of the Worlds and Newsbeat AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes. AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including in relation to their contexts and through the use of academic theories • evaluate academic theories • make judgements and draw conclusions.</p> <ul style="list-style-type: none"> • Media Industries including the PSB and the BBC. • Media Audiences including media effects theories and reception theory. Considering the nuance of audiences and how different genders/ class/ geographical factors affected reception. • Social, political, economic and cultural contexts surrounding the nature of the radio industry historically. 	<p>Revision (Media 1 and 2) AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes. AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse media products, including in relation to their contexts and through the use of academic theories • evaluate academic theories • make judgements and draw conclusions.</p> <ul style="list-style-type: none"> • Revision of TV, Video Games, Music Videos, Unseen, Magazines, Online, Advertising, film and Radio products. • Revise relevant media theory such as post modernism, post colonialism, feminism, media effects, reception theory, and semiotics. • Practise unseen analysis and application of media theory to unseen products.

	<ul style="list-style-type: none"> Longer response style questions 	<ul style="list-style-type: none"> Practise of longer responses and medium responses
Assessment Content and methods used to judge learning	<p>End of Unit Assessment – Media One response on Newsbeat and War of the Worlds</p> <p>Exam questions completed in class and at home based on audience</p> <p>Cornell Summary Sheet</p>	<p>A LEVEL EXAM</p> <p>Exam questions completed in class and at home</p>
Summer half term 6 Sequential knowledge and skills	<p>NEA – The Practical Coursework</p> <p>AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.</p> <ul style="list-style-type: none"> Introduction to briefs Analysis of briefs Skills audit Introduction to audio/visual equipment Begin to create own products to respond to the brief <p>Media One -Music Videos: The Specials</p> <p>Ghost Town and Common – Letter to the Free</p> <p>AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes.</p> <p>AO2: Apply knowledge and understanding of the theoretical framework of media to:</p> <ul style="list-style-type: none"> analyse media products, including in relation to their contexts and through the use of academic theories evaluate academic theories make judgements and draw conclusions. <ul style="list-style-type: none"> Media language including semiotics Narrative including Todorov Genre including Neale Media representations including Post Colonialism and Post Modernism Contexts including Brixton Riots, BLM, social and economic factors <p>Revision of Video Games, TV, Radio, Unseen, Newspapers</p>	
Assessment	<p>End of Year Assessment – Media One and Two</p>	

Content and methods used to judge learning		
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