Year 12 Year 13 Autumn half term 1 Media One and Media Two **Complete Music Videos** Sequential Introduction to Media Effects Theory, Media One -Music Videos: The Specials knowledge and skills **Semiotics and Reception Theory Ghost Town and Old Town Road.** AO1: Demonstrate knowledge and AO1: Demonstrate knowledge and understanding of the theoretical understanding of the theoretical framework of media and contexts of framework of media and contexts of media and their influence on media media and their influence on media products and processes. products and processes. AO2: Apply knowledge and AO2: Apply knowledge and understanding of the theoretical understanding of the theoretical framework of media to: • analyse framework of media to: • analyse media products, including in relation to media products, including in relation to their contexts and through the use of their contexts and through the use of academic theories • evaluate academic academic theories • evaluate academic theories • make judgements and draw theories • make judgements and draw conclusions. conclusions. **Introduction to Effects** Media language including semiotics Media effects including Bandura. Narrative including Tordorov Uses and gratifications Genre including Neale Hypodermic needle theory Media representations including Moral panic Post Colonialism and Post **Imitation** Modernism Contexts including Brixton Riots, Cumulation BLM, social and economic factors Media literacy. Moral panic Media Two - Magazines Cultivation GQ and the Gentlewoman. **Introduction to Semiotics** AO1: Demonstrate knowledge and sign, signifier, signified, icon, index, understanding of the theoretical symbol framework of media and contexts of denotation, connotation media and their influence on media myth, ideology products and processes. Syntagm, Paradigm AO2: Apply knowledge and understanding of the theoretical **Introduction to Reception Theory** framework of media to: • analyse encoding/decoding media products, including in relation to hegemonic/negotiated/oppositional their contexts and through the use of agenda setting academic theories • evaluate academic framing theories • make judgements and draw myth making conclusions. Media Language – analysis of a section of the magazine using media language Narrative and Genre – including **Tordorov and Neale** Media Representations – including fluidity/ feminism

Assessment Content and methods used to judge learning	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.	Media Industries including conglomerates and independents — Hesmondhalgh Media Audiences including reception theory Social and cultural contexts — non binary, fluidity, hypermasculinity. End of Unit Assessment Magazines Exam questions for homework and in class NEA continued completion Cornell Summary Sheet
Autumn half term 2 Sequential knowledge and skills	Media Two – TV Products – Responder and Lupin AO1: Demonstrate knowledge and understanding of the theoretical framework of media and contexts of	Media One – Advertising – Black Beauty 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. • Narrative in Responder and Lupin including Semiotics/ Tordorov	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. • Media Language including semiotics
	 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 	 Narrative including Tordorov Techniques of Persuasion Media Representations including Post Feminism, Feminism, Post Colonialism, Post Modernism Social and cultural contexts including gender fluidity, advertising over time. Revision of TV, Video Games, Music Videos, Unseen, Magazines and Radio products.
	Revision of Media Effects and Unseen Products	
Assessment Content and methods used to judge learning	End of Unit Assessment – 25 mark Media Two assessment on the Responder and Lupin. Exam questions completed in class and at home based on Cultivation theory and Neale's genre theory Cornell Summary Sheet	End of Unit Assessment Advertising Exam questions for homework and in class NEA continued completion Cornell Summary Sheet

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	MOCK EXAM JANUARY – Media One and	MOCK EXAM JANUARY – FULL PAPER 1		
	Two – Unseen, media theory application	and 2		
	to unseen product and TV response			
Spring Half term 3	Media Two – Video Games – Horizon	Media Two – Online – Zendaya and The		
Sequential	Forbidden West (2022) and the Sims	Voice		
knowledge and skills	AO1: Demonstrate knowledge and	AO1: Demonstrate knowledge and		
	understanding of the theoretical	understanding of the theoretical		
	framework of media and contexts of	framework of media and contexts of		
	media and their influence on media	media and their influence on media products and processes. AO2: Apply knowledge and understanding of the theoretical		
	products and processes.			
	AO2: Apply knowledge and			
	understanding of the theoretical			
	framework of media to: • analyse	framework of media to: • analyse		
	media products, including in relation to	media products, including in relation to		
	their contexts and through the use of	their contexts and through the use of		
	academic theories • evaluate academic	academic theories • evaluate academic		
	theories • make judgements and draw	theories • make judgements and draw		
	conclusions.	conclusions.		
	Narrative in Horizon Forbidden	Media Language including		
	West (2022) and the Sims including	semiotics		
	Semiotics/ Tordorov	 Narrative including Tordorov 		
	Genre study including Neale	Media Representations including		
	Media Representations including	Post Feminism, Feminism, Post		
	Butler, Van Zoonen and bell hooks.	Colonialism, Post Modernism		
	Post Modernism and post feminism.	Industries including the decline in		
	Media Industries	print and power of the internet		
		1		
		Audience including reception		
	Reception Theory and Media Effects	theory		
	theories	Media Representations including		
	Social, political, economic and	Post Feminism, Feminism, Post		
	cultural contexts including Moral	Colonialism, Post Modernism		
	Panics, Cultivation, etc.	Social, political, economic and		
	 Longer response style questions 	cultural contexts.		
Assessment	End of Unit Assessment – 25 mark	End of Unit Assessment - Online		
Content and	Media Two assessment on Video Games	Exam questions for homework and in		
methods used to	Exam guestions completed in class and	class		
judge learning	at home based on Post Modernism and	NEA completion		
J	Neale's genre theory	Cornell Summary Sheet		
	Cornell Summary Sheet	January Sirect		
	Cornell Summary Sheet			
Spring Half term 4	Media One – The Daily Mail and the	Media One – Section B - Film– <i>Blinded</i>		
Sequential	Guardian Newspapers	by the Light		
knowledge and skills	AO1: Demonstrate knowledge and	Sy the Light		
kilowieuge allu skilis	_	AC1. Domonotroto la cuitada card		
	understanding of the theoretical	AO1: Demonstrate knowledge and		
	framework of media and contexts of	understanding of the theoretical		
	media and their influence on media	framework of media and contexts of		
	products and processes.	media and their influence on media		
	AO2: Apply knowledge and	products and processes.		
	understanding of the theoretical	AO2: Apply knowledge and		
	framework of media to: • analyse	understanding of the theoretical		
	media products, including in relation to	framework of media to: • analyse		
	their contexts and through the use of	media products, including in relation to		
	academic theories • evaluate academic	their contexts and through the use of		
	adducting theories - evaluate academic	academic theories • evaluate academic		
		academic theories - evaluate academic		

theories • make judgements and draw theories • make judgements and draw conclusions. conclusions. Narrative including an in-depth Media industries including analysis of the paper and selection independent films and advertising of the website. Social, economic and cultural Media Industries including contexts independent publishers and conglomerates such as DMGT -Hesmondhalgh – Vertical and Revision of TV, Video Games, Music Horizontal Integration. Videos, Unseen, Magazines, Online, Advertising and Radio products. 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 End of Unit Assessment – Media One End of Unit Assessment - Film Assessment **Cornell Summary Sheet** response on The Daily Mail and the Content and methods used to **Guardian Newspapers** Exam questions completed in class and judge learning at home based on Hesmonhalgh and media literacy. **Cornell Summary Sheet** Summer half term 5 Media One – War of the Worlds and Revision (Media 1 and 2) Sequential Newsbeat AO1: Demonstrate knowledge and knowledge and skills AO1: Demonstrate knowledge and understanding of the theoretical understanding of the theoretical framework of media and contexts of framework of media and contexts of media and their influence on media media and their influence on media products and processes. products and processes. AO2: Apply knowledge and understanding of the theoretical AO2: Apply knowledge and understanding of the theoretical framework of media to: • analyse framework of media to: • analyse media products, including in relation to their contexts and through the use of media products, including in relation to their contexts and through the use of academic theories • evaluate academic theories • make judgements and draw academic theories • evaluate academic theories • make judgements and draw conclusions. conclusions. Revision of TV, Video Games, Music Videos, Unseen, Magazines, Online, Media Industries including the PSB and the BBC. Advertising, film and Radio Media Audiences including media products. effects theories and reception Revise relevant media theory such theory. Considering the nuance of as post modernism, post audiences and how different colonialism, feminism, media genders/ class/ geographical factors effects, reception theory, and affected reception. semiotics. Social, political, economic and Practise unseen analysis and cultural contexts surrounding the application of media theory to nature of the radio industry unseen products. historically.

	Longer response style questions	Practise of longer responses and medium responses
Assessment Content and methods used to judge learning	End of Unit Assessment – Media One response on Newsbeat and War of the Worlds Exam questions completed in class and at home based on audience Cornell Summary Sheet	A LEVEL EXAM Exam questions completed in class and at home
Summer half term 6 Sequential knowledge and skills	NEA – The Practical Coursework AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning. Introduction to briefs Analysis of briefs Skills audit Introduction to audio/visual equipment Begin to create own products to respond to the brief Media One -Music Videos: The Specials Ghost Town and lil naz x Old Town Road 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 • make judgements and draw conclusions. Media language including semiotics Narrative including Tordorov Genre including Neale Media representations including Post Colonialism and Post Modernism Contexts including Brixton Riots, BLM, social and economic factors	
Assessment	Unseen, Newspapers End of Year Assessment – Media One	
	and Two	

Carmel College Curriculum Implementation – KS5 Long term plan Subject: Media Studies (examined 2024)

Content and		
methods used to	:0	
judge learning		