

Future careers in media creative roles such as journalism, script writing, photography, graphic design and cinematography

Careers in practical technical roles such as sound and lighting, audio visual production and editing

Careers in industry related roles such as publishing and broadcasting

Future careers in any role that requires carefully constructed communication e.g. campaign work, in politics or charity, advertising and business leadership roles

Careers in audience research based roles such as marketing

Final examinations:
Component 1: 40%
Component 2: 30%

Revision of all topic areas and refinement of examination technique.

Component 1B:
Study of radio industry and audiences.

Component 2A:
In depth study of music video as a media form. Analysis and evaluation of media language, representations and contexts.

Non Examination Assessment

Practical production with a written statement of aims (worth 30% of grade)

Non-Examination Assessment
Audience research, planning and practical production of a magazine in response to a brief set by the examination board.

YEAR 11

Assessment: An extended response to a given clip focused on use of media language.

Y10 Exam focused on industry and audiences.

Term 3 Component 2A: Television
An in depth study of television industry, audiences, use of media language and representations, with specific reference to crime dramas.

YEAR 10

Term 1 Component 1 A: Media Language and Representation
An introduction to the set media products for analysis and evaluation.

Assessment: Analytical comparison of representations.

Term 2 Component 1B: Media Industries and Audiences
Film
Newspaper
Computer Games

Assessment: Response to a high tariff audience question

YEAR 9

YEAR 8

Carousel Film Studies:
Students are introduced to the media language of film and analyse representations constructed in film trailers.

Assessment of an extended written response to an unseen trailer.

Assessment of magazine practical product.

Carousel Project:
An introduction to Media Studies; Study of magazines as a media product. Students plan and produce their own magazine front cover and article.

YEAR 7