

Subject: Media

Exam board: Eduqas/Wjec



holy family 6th

Assessment Information:

All students complete two external examinations at the end of Year 13 covering all of the content studied throughout the A-Level. The examinations are a mix of short and extended writing questions. All students will also complete a cross-media practical production from a choice of four different briefs provided by Eduqas that is assessed internally and moderated by Eduqas.

Unit/Paper No.	Unit/Paper Title	Type of Unit	GLH	When Assessed	How Assessed
Component 1 Section A	<p>Media Products, Industries and Audiences</p> <p>Section A – Analysing Media Language and Representation This section will assess learners' ability to analyse media language and representation in relation to two of the media forms studied for this section: advertising, marketing, music video or newspapers.</p> <p>Section B – Understanding Media Industries and Audiences This section will assess knowledge and understanding of media industries, audiences and media contexts in relation to any of the forms studied for this section: advertising, marketing, film, newspapers, radio and video games.</p>	Compulsory		Year 13 Summer	<p>Written examination – 2 hours 15 minutes 35% of qualification 90 marks</p> <p>Section A examines Advertising & Marketing, Music Video & Newspapers with reference to one or both set texts. Question 1 will assess media language and will require analysis of an unseen audio-visual or print resource. Question 2 will assess representation. Reference to relevant media contexts will be required.</p> <p>Section B examines Advertising in relation to audiences only, Film Marketing/Industry, Newspapers, Video Games & Radio with reference to one or both set texts & appropriate theories. Question 3 will be a stepped question assessing knowledge and understanding of media industries in relation to at least one form studied. Question 4 will be a stepped question assessing knowledge and understanding of audiences in relation to at least one different media form from that assessed in question 3.</p>
Component 2	<p>Media Forms and Products in Depth This component assesses media language, representation, media industries, audiences and media contexts. Learners will be assessed on their use of relevant theories or theoretical approaches and relevant subject-specific terminology in this component. Learners will also be</p>	Compulsory		Year 13 Summer	<p>Written examination: 2 hours 30 minutes 35% of qualification 90 marks</p> <p>Each part of a two-part question will be based on one set product. Extended response questions will be based on both of the set products for that form.</p>

	<p>required to evaluate theoretical approaches and theories.</p> <p><i>Section A: Television in the Global Age</i></p> <p><i>Section B: Magazines – Mainstream and Alternative Media</i></p> <p><i>Section C: Media in the Online Age</i></p>				<p>Extended response questions require learners to construct and develop a sustained line of reasoning which is coherent, relevant, substantiated and logically structured.</p> <p>The exam consists of three sections: Section A: Television in the Global Age (30 marks) There will be one two-part question or one extended response question.</p> <p>Section B – Magazines: Mainstream and Alternative Media (30 marks) There will be one two-part question or one extended response question.</p> <p>Section C – Media in the Online Age (30 marks) There will be one two-part question or one extended response question.</p>
Component 3	<p>Cross-Media Production This component synthesises knowledge and understanding of the media theoretical framework gained throughout their course by requiring learners to apply their knowledge and understanding of the media synoptically to practical production.</p>	Compulsory NEA Unit		Year 13 May	<p>30% of qualification</p> <p>Non-exam assessment: internally assessed and externally moderated by WJEC</p> <p>The total number of marks available is 60: 10 marks for the statement of aims and intentions 20 marks for creating a cross-media production that meets the requirements of the set brief, including suitability for the chosen form, genre, industry context and audience 30 marks for creating a cross-media production which uses media language to communicate meanings and construct representations.</p>

Rationale

The Media Studies scheme of work has been designed to establish a sequence of knowledge that includes relevant theoretical perspectives and allows students to learn how to analyse media texts and apply terminology and theory with increased accuracy and understanding. Students have independent tasks to complete which test understanding and use/application of the new information.

Before completing Component 3 students need to have a good understanding of these theories and the underpinning framework of Genre, Representation, Narrative, Industry and Audience. Therefore, complementary topics from Component 1 & 2 are taught across both years.

In Year 12 students will study a mix of Print & Audio/Audio-Visual Topics: Advertising & Marketing, Magazines, Film Industry, Radio, Music Video & Newspapers allowing them to gain most of the skills that can be applied in Component 3. Students are also given the Summer holidays to work independently to create additional Research & Planning (including scripts/storyboards) and take photographs for magazine pages/posters/DVD covers as well as record Audio and/or video.

In Year 13 students study Television, Video Games and Online Media to complete their course. They are also taught relevant software/practical skills to enable them to complete their Component 3 Project work.

This is a revised scheme of work to link topics and theorists more coherently and make the subject easier for students to understand, gain relevant knowledge and be able to analyse and apply theories correctly.

The topics studied in Year 12 & at the start of Year 13 also help to inform the possible briefs available for the practical project in Component 3.

NOTE: Content structure has been revised for Year 12 beginning 2023.

Current Year 13 will cover Magazines, Newspapers, Online Media, Music Video and Television in 2023/2024.

Year 13 for 2024/2025 will study Television, Online Media and Video Games and this document will be updated to reflect this in July 2024.

Key Resources (textbooks/videos/websites)

Resources that will help the students with their independence, homework and revision such as wider reading and set text files.

All resources will be placed into a OneDrive folder which all Media students will be linked to enabling them to access resources at school and at home. They are also put onto the Shared Drive. Specific lesson resources will also be added into both folders each lesson such as video clips, wider reading etc. For those who are absent, they can access resources via the OneDrive folder and also on Classcharts.

Textbooks:

Bell, Christine (2023) *“WJEC/Eduqas Media Studies for A-Level AS & Year 1 Revision Guide (Revised Edition)”*, Illuminate Publishing, UK.

Bell, Christine (2023) *“WJEC/Eduqas Media Studies for A-Level Year 2 (Revised Edition) & A2 Revision Guide”*, Illuminate Publishing, UK. *New version will be released in August 2023.*

Wider Reading: (Related to Lessons – see SOW)

Key Terms & Theories/Theorists for all lessons are included as a handout as well as on the lesson powerpoint.

Year 12 – September – October [23-24]

	Topic Area(s)	Assessment Objectives Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	Introduction to Year 12 and course content + lesson structure Folder organisation and expectations including wider reading and revision of taught sessions Using Online Word correctly How to use Cornell Note-taking effectively	AO1/AO2	To ensure students understand the course content, assessment and exam board requirements To ensure students understand the importance of being organised, keeping folders up to date and filed correctly and time management To ensure students know how to correctly use word To ensure students can correctly use the Cornell note-taking system for their lessons	N/A	Completion of Word Task and Cornell task	N/A	Completion of Word & Cornell Note-Taking task Set up of folder for Media
Week 2	TOPIC 1: ADVERTISING & MARKETING [PRINT] Intro to Genre Intro to Visual & Technical Codes for print texts	AO1/AO2	To ensure students understand genre and genre conventions. Introduction to Visual & Technical Codes & relevant theorists for print texts	Continuous reference to previous learning to illustrate that analysis encompasses all elements learned so far not just current learning and to build on understanding.	Genre Task Vis & Tech Codes Task	N/A	Wider Reading: The Fifties by Halberstein
Week 3	TOPIC 1: ADVERTISING & MARKETING [PRINT] Industry & Regulation 50's Ads 50's Contextual Video + Tasks	AO1/AO2	Intro to Ad Industries & Regulation Intro to Ads from the 50s Contextual understanding of gender roles and ethnicity in the 50s Video	Using knowledge and understanding along with theoretical viewpoints studied so far.	Industry & Regulation Task	Wider Reading: Tide Commemorative Booklet 2006	Summary of Gender Norms in the 50s

Week 4	<p>TOPIC 1: ADVERTISING & MARKETING [PRINT] Set Text: Tide (1950s) Characters & Narrative 60's Contextual Video Set Text: Kiss of the Vampire (1963) + Tasks</p>	AO1/AO2	<p>Ensuring students can accurately analyse the print advertisement and be able to discuss representations in the exam. Contextual understanding of changing gender roles and ethnicity in the 60s. 60's Contextual Video Adding an understanding of characters, archetypes, narrative and major theorists</p>	Students will be able to see how women's lives developed from the fifties to the sixties.	Video viewing task	Hammer Horror Special 2014	Wider Reading: The Feminine Mystique by Betty Friedan. Media & Semiotics – Liesbet Van Zoonen
Week 5	<p>TOPIC 2: MAGAZINES Industry & Audience Set Text: Vogue (1965)</p>	AO1/AO2	<p>Introduction to the magazine industry. To ensure students understand the audiences for magazines and that they can apply audience theories</p>	Ref back to 60s context video so students understand the context of the 1965 magazine.			Encyclopaedia of Sixties Cool, Iconic Moments of the Sixties, Sixties Britain – Consumerism, Historical Articles.
Week 6	<p>TOPIC 2: MAGAZINES Set Text: Vogue (1965) Vogue Analysis</p>	AO1/AO2	To ensure all students can discuss set text pages in detail and apply relevant theories	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	Magazine pages analysis	Sixties context reading completion	Wider Reading: Cox & Mowatt, Gauntlett, Newspaper articles and Vogue in the 60's. Vogue Set Text pdf.
Week 7	<p>TOPIC 2: MAGAZINES Set Text: The Big Issue (2016) Online Presence</p>	AO1/AO2	<p>Ensuring students can accurately analyse The Big issue (2016) and be able to discuss representations in the exam. To ensure students can discuss the website of The Big Issue and marketing techniques of 1965 and contemporary magazines.</p>	Links back to theoretical viewpoints, terminology and areas studied so far.	Big Issue Analysis Task		Wider Reading: Big Issue Set Text pdf Revision for Paz

Year 12 – November - December

	Topic Area(s)	Assessment Objectives Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	MONDAY CLOSED – STAFF TRAINING DAY TOPIC 3: ADVERTISING & MARKETING [AUDIO-VISUAL] Visual & Technical Codes for Moving Image Audience & Channel 4 REVISION FOR PAZ 1	AO1/AO2	To gain an understanding of moving camera shots and ways of editing moving image texts. To understand audience demographics and psychographics. To be able to discuss Channel 4 and its history. To revise key topics for the Paz.	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	Young & Rubicam/Channel 4 Audience Task	Channel 4 Report on Disability	Revision for Paz
Week 2	PAZ 1 + REVISION PAPER 1: SET TEXT: TIDE & KOTV PAPER 2: SET TEXT: VOGUE & THE BIG ISSUE	AO1/AO2	To complete appropriate revision. To answer four in-depth exam questions testing knowledge and understanding of set texts and terminology/theorists covered so far.	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	Revision		Revision
Week 3	TOPIC 3: ADVERTISING & MARKETING [AUDIO-VISUAL] Paralympic Games Campaigns Set Text: Super. Human. Campaign PAZ FEEDBACK	AO1/AO2	To ensure students are familiar with previous Paralympic Campaigns and can discuss them confidently. To introduce the set text and links with previous campaigns.	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	Re-attempt of Paz questions with notes Task links to lesson content for set text.		Paralympics Article Task – Super. Human. Sportsperson analysis
Week 4	TOPIC 4: FILM INDUSTRY Narrative Codes for Moving Image Industry & Regulation FRIDAY CLOSED - STAFF TRAINING DAY	AO1/AO2	To ensure students can apply narrative codes for moving image To ensure students understand the Film Industry and Regulatory bodies in the UK & USA.	Expansion of original lessons on Characters and narrative Links to previous study in relation to theorists and terminology			Regulation Task

Week 5	<p>MONDAY CLOSED – STAFF TRAINING DAY Sportsperson Analysis presentation</p> <p>TOPIC 4: FILM INDUSTRY Audience & Film Trailers Film Types & Posters</p>	AO1/AO2	<p>Students will share their findings on the sports personalities featured in the video and then exchange powerpoints so all have 4 profiles for revision. To ensure students understand the importance of the Film audience and marketing Students will be able to state the difference between independent and high-concept films.</p>	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	<p>Completion of Sportsperson Analysis</p> <p>Poster Task</p>		<p>Film Trailer Task</p> <p>Wider Reading: Branding Fantasies & The Corporate Blockbuster Spectatorship & The Gaze - Van Zoonen Bell Hooks Aint I A Woman</p>
Week 6	<p>TOPIC 4: FILM INDUSTRY Postmodernism & Afrofuturism Set Text: Black Panther</p>	AO1/AO2	<p>To introduce the concept of Postmodernism and Afrofuturism in relation to Black Panther. To introduce the set text.</p>	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	<p>Reworking of Paz Questions to be submitted by Friday this week</p>		<p>Wider Reading: Baudrillard – Simulacra & Sci-Fi. Afrofuturism & Black Panther</p>
Week 7	<p>TOPIC 4: FILM INDUSTRY Cultural Verisimilitude Black Panther Marketing</p>	AO1/AO2	<p>To examine the concept of cultural verisimilitude in relation to Black Panther and to examine the marketing of the film.</p>	Links to previous study in relation to theorists and terminology and expansion with the introduction of new concepts.	BP Marketing Task		<p>Wider Reading: Steve Neale - Action Adventure Films Black Panther Plot</p>

Year 12 – January - February

	Topic Area(s)	Assessment Objectives Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	MONDAY BANK HOLIDAY TUESDAY TRAINING DAY Examining exam prep and revision again – reference to previous Paz and upcoming Paz.	AO1/AO2	With reference to previous grades, revision techniques discussed and some testing of understanding in readiness for Paz 2.	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	Revision	Revise for Paz 2	Revision
Week 2	TOPIC 4: FILM INDUSTRY Set Text: I, Daniel Blake IDB Marketing Revision for Paz 2	AO1/AO2	To introduce I, Daniel Blake. To examine the marketing of IDB Independent and group revision with support. To ensure students can accurately analyse the set text and discuss it in detail while applying theoretical viewpoints.	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	Wider Reading Summary Task	Revise for Paz 2	Wider Reading: EOne Marketing Release, IDB Press Kit and IDB in the Big Issue 2016
Week 3	TOPIC 4: FILM INDUSTRY Start & end credits for BP & IDB Revision for Paz 2	AO1/AO2	To analyse the start/end credits of both films to examine genre, narrative and audience attraction Independent and group revision with support.	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	Credits Analysis Task Complete Wider Reading Summary Task	Revise for Paz 2	
Week 4	TOPIC 5: RADIO Industry & Regulation Podcasting. PAZ 2 PAPER 1: ADVERTISING & MARKETING + FILM INDUSTRY	AO1/AO2	To ensure all students understand and can discuss technological developments in radio and regulatory practices. To ensure all students understand what a podcast is and how they are created. Students will complete Paz 2 Paper 1	Links to Ofcom and other areas studied across the year	Industry & Regulation Tasks	Revise for Paz 2	Wider Reading: Various Industry reports, Livingstone & Lunt Media Literacy

Week 5	TOPIC 5: RADIO Set Text: Have You Heard George's Podcast? Radio Audience PAZ 2 PAPER 2: MAGAZINES	AO1/AO2	Intro to the Set Text and examining radio audience Students will complete Paz 2 paper 2	Links to previous study in relation to theorists and terminology particularly audio.	Podcasting Task	Revise for Paz 2	Wider Reading: This Week In Audio – Interview and George The Poet In His Own Words
Week 6	TOPIC 5: RADIO Set Text: Have You Heard George's Podcast? Episode 5 Episode 24 FEEDBACK FOR PAZ Improving exam answers	AO1/AO2	Analysing the chosen episodes for the set text. Ep 5 is analysed in detail to demonstrate how to do it, this is then added to. Students will analyse Episode 24 independently. Students will re-attempt the questions with notes and will be able to do so over Half term.	Links to previous study in relation to theorists and terminology particularly audio.	Adding to Ep 5 analysis task Analysing four scenes from Ep 24 task	Ep 5 & Ep 24	Episode 5 and 24 scripts Improve Paz answers for revision for real exam.

Year 12 – February - March

	Topic Area(s)	Assessment Objectives Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	TOPIC 6: MUSIC VIDEO Industry & Regulation Audience Types of Music Video & Narrative	AO1/AO2	To ensure students understand how the Music Industry operates and how audiences are attracted to conventions and genres (types) To ensure students can identify the 3 main styles of music video	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	Music Video analysis task	N/A	
Week 2	TOPIC 6: MUSIC VIDEO Set Text: Vance Joy – Riptide Riptide Genre, Narrative & Representation	AO1/AO2	To introduce students to the set text: Riptide and singer Vance Joy. To ensure students can accurately analyse the set text and discuss representation and the narrative structure in detail while applying theoretical viewpoints.	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	Riptide analysis task	Re-read notes taken from previous Postmodern and Afrofuturism lessons (Film)	Wider Reading: Vance Joy Interview

Week 3	<p>TOPIC 6: MUSIC VIDEO Riptide Analysis</p> <p>Postmodernism</p> <p>Revisiting 1960s Context, & Afrofuturism</p>	AO1/AO2	<p>To ensure all students can analyse the set text in detail To remind students about Postmodernism for application to both set texts To remind students about Afrofuturism & 60's context in relation to the Set Text: Turntables.</p>	<p>Links to previous study in relation to theorists and terminology Reference back to lessons on 60's context, Afrofuturism and Postmodernism</p>	60s context investigation task		Wider Reading: Riptide Lyrics & Storyboard
Week 4	<p>TOPIC 6: MUSIC VIDEO Set Text: Janelle Monae – Turntables Turntables Genre, Narrative & Representation</p>	AO1/AO2	<p>To introduce students to the set text: Turntables and the singer/actress Janelle Monae To explore the genre, narrative and representation within Turntables</p>	<p>Links to previous study in relation to theorists and terminology</p>			Wider Reading: The Memory Librarian by Janelle Monae (Optional)
Week 5	<p>TOPIC 6: MUSIC VIDEO Turntables Analysis</p> <p>Completion of all tasks</p>	AO1/AO2	<p>To complete a full analysis of the music video</p> <p>To ensure all Music Video tasks are completed and submitted.</p>	<p>Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology</p>	Turntables analysis task		

Year 12 – April - May

	Topic Area(s)	Assessment Objectives Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	TOPIC 7: NEWSPAPERS Industry & Regulation Journalism, Fake News & Audience Newspapers & Visual Codes	AO1/AO2	To ensure students understand how the Newspaper Industry operates along with regulation. To examine the rules of Journalism, how Fake News influences the audience and the readers of our set texts. Links to visual codes previously studied but now applied to Newspapers	Links back to terminology and theorists already covered with new aspects being added	Newspaper analysis task 1 (newspapers supplied)	Set Text Pages	Wider Reading: The Phone Hacking Scandal & The Psychology of Fake News
Week 2	TOPIC 7: NEWSPAPERS Set Text: The Times + Analysis of set pages	AO1/AO2	To ensure students can analyse the set text pages in detail and can use appropriate terminology and theoretical viewpoints	Links back to theorists and terminology introduced in previous lessons	Continue with analysis tasks		Revision of terminology and theorists to apply to analysis tasks
Week 3	TOPIC 7: NEWSPAPERS Set Text: The Daily Mirror + Analysis of set pages Analysing News websites	AO1/AO2	To ensure students can analyse the set text pages in detail and can use appropriate terminology and theoretical viewpoints To ensure students can analyse the set text websites using appropriate terminology	Links back to theorists and terminology introduced in previous lessons	Newspaper analysis task 2 (newspapers supplied) Newspaper website analysis		Revision of terminology and theorists to apply to analysis tasks
Week 4	INTRO TO C3 NEA Requirements + Official Forms Briefs Research & Planning	AO3	To ensure students are aware of the NEA briefs for this year. That they are fully informed and can make an appropriate choice for their C3 research and planning work. To ensure they understand the NEA process, grading and deadlines.	Links to all terminology and theoretical viewpoints as well as relevant topics that support the 4 briefs from which 1 is chosen.	Completion and submission of Newspaper analysis tasks. Full reading of all 4 briefs and requirements		Research of appropriate texts to inform research and planning for the chosen brief

Week 5	C3 Research & Planning	AO3	To ensure students create research and planning materials to inform their final cross-media production.	Links to relevant topics, theories and terminology that support the brief chosen	Continue to work on research and planning	Keep referring to chosen brief when carrying out research and planning	Research of appropriate texts to inform research and planning for the chosen brief
Week 6	C3 Research & Planning	AO3	To ensure students create research and planning materials to inform their final cross-media production.	Links to relevant topics, theories and terminology that support the brief chosen	Continue to work on research and planning	Keep referring to chosen brief when carrying out research and planning	Research of appropriate texts to inform research and planning for the chosen brief
Week 7	C3 Research & Planning Aims & Intentions + Draft of both Research & Planning & Aims sheet to be submitted by end of week	AO3	To ensure students create research and planning materials to inform their final cross-media production. To ensure students complete a first draft of their Aims sheet and submit it by the deadline.	Links to relevant topics, theories and terminology that support the brief chosen	Complete 1 st Draft of Aims & Intentions Sheet	Keep referring to chosen brief when carrying out research and planning	Research of appropriate texts to inform research and planning for the chosen brief

Year 12 – June - July

	Topic Area(s)	Assessment Objectives Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	Aims & Intentions + R&P Feedback – Improvements to be made REVISION	AO1/AO2/AO3	To ensure students gain good marks for the Aims & Intentions Sheet To ensure students revise thoroughly and understand how to revise	Reference to terminology and theories as well as set texts	Work on C3 and Revision for Mock	Keep referring to chosen brief when carrying out research and planning	C3 work and Revision
Week 2	REVISION + C3 work	AO1/AO2/AO3	To ensure students can complete a second draft of their Research & Planning by the end of term To ensure students revise thoroughly and understand how to revise	Reference to terminology and theories as well as set texts	Work on C3 and Revision for Mock	Keep referring to chosen brief when carrying out research and planning	C3 work and Revision

Week 3	REVISION + C3 work	AO1/AO2/AO3	To ensure students can complete a second draft of their Research & Planning by the end of term To ensure students revise thoroughly and understand how to revise	Reference to terminology and theories as well as set texts	Work on C3 and Revision for Mock	N/A	C3 work and Revision
Week 4	MOCK EXAM WEEK 1 PAPER 1	AO1/AO2	To test understanding and knowledge of media terminology and set texts	Revision of class materials	Revision	N/A	Revision
Week 5	MOCK EXAM WEEK 2 PAPER 2	AO1/AO2	To test understanding and knowledge of media terminology and set texts	Revision of class materials	Revision	N/A	Revision
Week 6	WORK EXPERIENCE WEEK						
Week 7	MY FUTURES WEEK						
Week 8	Draft 2 of improved Aims & Intentions and R&P to be submitted by end of Monday. WEDNESDAY-FRIDAY SCHOOL CLOSED FOR SUMMER						Students must take photographs for their project work over the Summer

Year 13 – September – October [2023-2024] ONLY

	Topic Area(s)	Assessment Objectives Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	Year 13 Introduction - course content + lesson structure Folder organisation and expectations including wider reading and revision of taught sessions Using Online Word correctly - Reminder How to use Cornell Note-taking effectively - Reminder	AO1/AO2	To ensure students understand the course content, assessment and exam board requirements To ensure students understand the importance of being organised, keeping folders up to date and filed correctly and time management To ensure students know how to correctly use word To ensure students can correctly use the Cornell note-taking system for their lessons	N/A	Completion of Word Task and Cornell task	N/A	Completion of Word & Cornell Note-Taking task Set up of folder for Media
Week 2	Reflection on Year 12 Learning and topics covered + theorists and theoretical viewpoints C3: How to write a Podcast Script	AO1/AO2/AO3	Reminder of previous lessons and topics taught along with relevant terminology and theorists Training in how to construct a podcast script and how to record it.	Links to previous study in relation to theorists and terminology	Writing a Podcast script and planning audio recording	N/A	Download an audio recording app to phone ready to record audio segments and practice.
Week 3	TOPIC 1: MAGAZINES Industry & Audience Set Text: Vogue (1965)	AO1/AO2	Introduction to the magazine industry. To ensure students understand the audiences for magazines and that they can apply audience theories	Ref back to 60s context video so students understand the context of the 1965 magazine.		N/A	Encyclopaedia of Sixties Cool, Iconic Moments of the Sixties, Sixties Britain – Consumerism, Historical Articles.

Week 4	TOPIC 1: MAGAZINES Set Text: Vogue (1965) Vogue Analysis	AO1/AO2	To ensure all students can discuss set text pages in detail and apply relevant theories	Links to previous study in relation to theorists and terminology and expansion with the introduction of new theorists and terminology	Magazine pages analysis	Sixties context reading completion	Wider Reading: Cox & Mowatt, Gauntlett, Newspaper articles and Vogue in the 60's. Vogue Set Text pdf.
Week 5	TOPIC 1: MAGAZINES Set Text: The Big Issue (2016) Online Presence	AO1/AO2	Ensuring students can accurately analyse The Big issue (2016) and be able to discuss representations in the exam. To ensure students can discuss the website of The Big Issue and marketing techniques of 1965 and contemporary magazines.	Links back to theoretical viewpoints, terminology and areas studied so far.	Big Issue Analysis Task		Wider Reading: Big Issue Set Text pdf Revision for Paz
Week 6	TOPIC 2: NEWSPAPERS Industry & Regulation Journalism, Fake News & Audience Newspapers & Visual Codes	AO1/AO2	To ensure students understand how the Newspaper Industry operates along with regulation. To examine the rules of Journalism, how Fake News influences the audience and the readers of our set texts. Links to visual codes previously studied but now applied to Newspapers	Links back to terminology and theorists already covered with new aspects being added	Newspaper analysis task 1 (newspapers supplied)	Set Text Pages	Wider Reading: The Phone Hacking Scandal & The Psychology of Fake News
Week 7	TOPIC 2: NEWSPAPERS Set Text: The Times + Analysis of set pages COMPONENT 3 – AIMS & INTENTIONS FINAL SUBMISSION RESEARCH & PLANNING INCLUDING ALL PODCAST INFO FINAL SUBMISSION	AO1/AO2 AO3	To ensure students can analyse the set text pages in detail and can use appropriate terminology and theoretical viewpoints To ensure all students complete their research and planning for their NEA work to a high level. To ensure all students meet the final deadline for Research & Planning and the final Aims & Intentions Sheet (worth 10 marks)	Links back to theorists and terminology introduced in previous lessons Links back to terminology and research and planning already carried out	Continue with analysis tasks Continue to work on research and planning	 Keep referring to chosen brief when carrying out research and planning	Revision of terminology and theorists to apply to analysis tasks Completion of final Photographs and audio recordings

Year 13 – November - December

	Topic Area(s)	Assessment Objectives Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	<p>MONDAY CLOSED – STAFF TRAINING DAY</p> <p>TOPIC 2: NEWSPAPERS Set Text: The Daily Mirror + Analysis of set pages Analysing News websites REVISION FOR PAZ 1</p>	AO1/AO2	<p>To ensure students can analyse the set text pages in detail and can use appropriate terminology and theoretical viewpoints</p> <p>To ensure students can analyse the set text websites using appropriate terminology</p>	Links back to theorists and terminology introduced in previous lessons	<p>Newspaper analysis task 2 (newspapers supplied)</p> <p>Newspaper website analysis</p>		Revision of terminology and theorists to apply to analysis tasks
Week 2	<p>C3 PHOTOSHOP TRAINING</p> <p>PAZ 1: SET TEXT: VOGUE & THE BIG ISSUE</p>	AO1/AO2/AO3	<p>To ensure students can use Photoshop to create their practical project work in a professional manner. To use Paz 1 to test knowledge and understanding of new texts studied last term.</p>	<p>Links back to terminology and research and planning carried out Links back to lessons last half term</p>	Practice Photoshop and collect all relevant logo's needed.	Reference to previous relevant lessons	Revision
Week 3	C3 Posters, Magazine Pages Or Dvd/Blu-Ray Cover Design	AO1/AO2/AO3	Students will use Photoshop to design their NEA coursework	Links back to Photoshop lessons and research and planning carried out	Save all assets for your work including Photoshop work into your shared OneDrive folder.	Reference to previous relevant lessons	Continue to work on NEA in LRC lessons or free time.
Week 4	<p>C3 Posters, Magazine Pages Or Dvd/Blu-Ray Cover Design</p> <p>C3 – DRAFT TO BE SUBMITTED BY END THURSDAY TO THE SHARED FOLDER IN THE ONEDRIVE</p> <p>FRIDAY CLOSED – STAFF TRAINING DAY</p>	AO1/AO2/AO3	Students will use Photoshop to design their NEA coursework	Links back to Photoshop lessons and research and planning carried out	Save all assets for your work including Photoshop work into your shared OneDrive folder.	Reference to previous relevant lessons	Continue to work on NEA in LRC lessons or free time.

Week 5	<p>MONDAY CLOSED – STAFF TRAINING DAY</p> <p>TOPIC 3: ONLINE MEDIA Industry & Regulation Intro & Audience</p> <p>C3 – DRAFT FEEDBACK & PRINT WORK</p>	AO1/AO2/AO3	<p>To ensure students can discuss the Online Media industry and lack of regulation</p> <p>To ensure students understand how to analyse online media and how it has moved with technology</p> <p>Students will work on their C3 NEA work to improve it.</p>	<p>Links back to Yr12 info and theorists</p> <p>Links back to Photoshop lessons and research and planning carried out</p>	Continue with C3 work	N/A	Wider Reading: Glow Kids - Mass Media Effects Handout, Glow Kids Its An E-World Handout & Ofcom Info
Week 6	<p>TOPIC 3: ONLINE MEDIA Set Text: Attitude</p> <p>Influencers & Representation</p> <p>C3 – PRINT WORK</p>	AO1/AO2/AO3	<p>To ensure students can discuss the online magazine in detail and can analyse the website. To emphasize staying safe online.</p> <p>To ensure students understand how people create an identity for themselves online and apply appropriate theorists to their analysis</p> <p>To ensure students are constantly updating and improving their work to meet the deadlines</p>	<p>Links back to online analysis work carried out for Magazines topic</p> <p>Links to previously studied theorists and terminology</p> <p>Links back to Photoshop lessons and research and planning carried out</p>	<p>Attitude Website analysis task</p> <p>Continue with C3 work</p>	Reference to previous relevant lessons	Wider Reading: Making Is Connecting – Gauntlett Audience Targeting Sheet
Week 7	<p>TOPIC 3: ONLINE MEDIA Set Text: KSI</p> <p>C3 – DRAFT 2 OF PRINT WORK</p>	AO1/AO2/AO3	<p>To ensure students can discuss KSI in detail and can analyse his social media pages.</p> <p>Understanding the role of marketing & Branding for KSI</p> <p>Examining the idea of fandom</p> <p>Students will submit an updated draft of their NEA work</p>	Links to previously studied theorists and terminology	Social Media Analysis Task		Wider Reading: Fans, Bloggers & Gamers: Blog This

Week 4	PAZ 2 PAPER 1: ADVERTISING, FILM MARKETING, NEWSPAPERS, VIDEO GAMES, RADIO C3 PRINT WORK	AO1/AO2/AO3					
Week 5	PAZ 2 PAPER 2: MAGAZINES & ONLINE MEDIA C3 PRINT WORK	AO1/AO2/AO3					
Week 6	TOPIC 4: MUSIC VIDEO Turntables Genre, Narrative & Representation Turntables Analysis C3 – FINAL PRINT WORK SUBMISSION	AO1/AO2/AO3	To explore the genre, narrative and representation within Turntables To complete a full analysis of the music video	Links to previous study in relation to theorists and terminology	Turntables analysis task Final submission of C3 print work		

Year 13 – February - March

	Topic Area(s)	Assessment Objectives Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	C3: AUDIO EDITING AND PODCAST CREATION – VIDEOPAD TRAINING	AO3	To ensure all students understand how to edit their recorded audio segments	Links to their podcast script	Continue to edit their work	Completed script and reference to podcast lessons	
Week 2	TOPIC 5: TELEVISION Industry & Regulation Zombie Genre + Credits Analysis Returned Episode C3 AUDIO WORK	AO1/AO2/AO3	Ensuring all students understand how the TV industry operates. Ensuring that students can identify and discuss zombie conventions and the importance of narrative and visual information in opening sequences. To view the set text episode	Reference to previously studied visual and technical codes, terminology and theoretical viewpoints	The Returned credits analysis	N/A	Wider Reading: Zombie Conventions

Week 3	<p>TOPIC 5: TELEVISION Set Text: The Returned Intro + Marketing + Audience</p> <p>C3 – EDITING 1ST DRAFT SUBMISSION</p>	AO1/AO2/AO3	<p>To ensure all students understand the concept for the series, can discuss excerpts in detail and can refer to marketing strategies used and audience targeting.</p> <p>To ensure students receive feedback for their audio work</p>	Reference to previously studied visual and technical codes, terminology and theoretical viewpoints	Complete reading and summarise points		Wider Reading: Various Newspaper Articles about The Returned
Week 4	<p>TOPIC 5: TELEVISION Set Text: The Returned + Trailer analysis</p> <p>C3 AUDIO WORK FEEDBACK</p>	AO1/AO2/AO3	<p>To ensure all students can discuss excerpts in detail with reference to narrative, representation, genre and characters. To establish the importance for trailers in TV advertising.</p> <p>To ensure students receive feedback for their audio work and can work to improve it</p>	Reference to previously studied visual and technical codes, terminology and theoretical viewpoints as well as trailer analysis information completed in the Film topic.	Trailer analysis task Improvements made to Audio work		Wider Reading: Character information, Chapters 1-4 from the novel.
Week 5	<p>C3 WORK</p> <p>AUDIO EDITING 2ND DRAFT SUBMISSION</p>	AO1/AO2/AO3	To ensure all students meet the deadline to submit their 2 nd Draft Audio editing for their NEA on Friday.		Continue to edit their work		

Year 13 – April - May

Week 1	<p>TOPIC 5: TELEVISION The Sci-Fi Genre + Credits Analysis</p> <p>Black Mirror Episode C3 FEEDBACK C3 AUDIO WORK</p>	AO1/AO2/AO3	<p>Ensuring that students can identify and discuss sci-fi conventions and the importance of narrative and visual information in opening sequences.</p> <p>To watch the set text episode. To react to C3 feedback and continue to improve NEA work.</p>	Links back to theoretical viewpoints, terminology and areas studied so far.	Video analysis tasks		Wider Reading: Sci-Fi Conventions.
Week 2	<p>TOPIC 5: TELEVISION Set Text: Black Mirror Intro & Marketing</p> <p>Black Mirror Analysis + Trailer analysis</p>	AO1/AO2	<p>To ensure all students understand the concept for the series, can discuss excerpts in detail and can refer to marketing strategies used and audience targeting.</p> <p>To ensure all students can discuss excerpts in detail with reference to narrative, representation, genre and characters. To establish the importance for trailers in TV advertising.</p>	Reference to previously studied visual and technical codes, terminology and theoretical viewpoints as well as trailer analysis information completed in the Film topic.	Trailer analysis task		Wider Reading: Character information
Week 3	C3 FINAL CORRECTIONS AND PREP FOR SUBMISSION	AO3	To ensure all students complete the Cross-Media production to a good level	Reference to the brief to check everything has been included	Final work on NEA		Revision
Week 4	FINAL C3 WORK SUBMITTED ALL FORMS FOR FINAL WORK COMPLETED	AO3	<p>To ensure all students complete the Cross-Media production</p> <p>To ensure all students have completed all forms correctly and those involved have signed the GDPR form.</p>	Uploading of all work to the OneDrive folder. Correct naming and signatures on all forms ready for scanning.	Completion of NEA		Revision

Week 5	BANK HOLIDAY MONDAY REVISION FOR PAPER 1	AO1/AO2	To ensure students are prepared for exams	Links to previous study, terminology and theoretical viewpoints	Revision tasks	Revision	WORK UPLOADED TO EDUQAS Revision
Week 6	REVISION FOR PAPER 1	AO1/AO2	To ensure students are prepared for exams	Links to previous study, terminology and theoretical viewpoints	Revision tasks	Revision	Revision
Week 7	AFTERNOON MONDAY 20TH MAY - PAPER 1 EXAM 2hr 15m REVISION FOR PAPER 2	AO1/AO2	To ensure students are prepared for exams	Links to previous study, terminology and theoretical viewpoints	Revision tasks	Revision	Revision

Year 13 – June - July

	Topic Area(s)	Assessment Objectives Met	Learning Objectives	Flashback RP Opportunities	Out of Lesson Assignments	Pre-Learning Reading	Independent Learning
Week 1	REVISION FOR PAPER 2 AFTERNOON – TUESDAY 4TH JUNE - PAPER 2 EXAM 2hr 30mins	AO1/AO2/AO3	To ensure students are prepared for exams	Links to previous study, terminology and theoretical viewpoints	Revision tasks	Revision	Revision

NOTE: Video Games will be taught to Yr13 in 2024/25