

## Curriculum Information Bramcote College

Year Group: 12

Subject: Media Studies

Objectives/ purpose	<p><b>To gain an A Level qualification in Media Studies</b></p> <p>To build and develop a thorough knowledge and understanding of the media. To develop analytical and production skills.</p> <p>Through studying a broad and relevant range of media forms, students will gain an understanding of how different media products are produced, marketed and regulated, both globally and in the UK.</p>
Autumn Term	<p><b>Component One</b></p> <p><b>Advertising and Marketing</b> analysis of a range of texts (print and audio visual) for representation and how elements of genre are combined to create audience appeal.</p> <p><b>Compulsory Set Products for study:</b> <i>Tide, WaterAid, Kiss of the Vampire</i></p> <p><b>Film Marketing</b> analysis and development of understanding of how different films are produced, marketed and distributed to audiences around the world.</p> <p><b>Compulsory Set Products for study:</b> <i>Black Panther, I, Daniel Blake</i></p>
Spring Term	<p><b>Component One</b></p> <p><b>Newspapers</b> analysis of a range of UK newspaper front pages to develop an understanding and awareness of how the news is selected and mediated to different audiences.</p> <p><b>Compulsory set products for study:</b> <i>The Mirror, The Times</i> (Brexit editions)</p> <p><b>Music Video</b> analysis of a range of styles and types of music videos, exploring how different representations are constructed.</p> <p><b>Compulsory set products for study:</b> <i>Formation</i> by Beyoncé, <i>Riptide</i> by Vance Joy</p>
Summer Term	<p><b>Component One</b></p> <p><b>Video Games</b> analysis and exploration of the Gaming Industry, focusing on the marketing, distribution and regulation of video games to different audiences.</p> <p><b>Compulsory set products for study:</b> <i>Assassins Creed III: Liberation</i></p> <p><b>Radio</b> analysis of the radio industry as a traditional and online platform. Evaluation of how radio is regulated and how it maintains an audience appeal.</p> <p><b>Compulsory set products for study:</b> <i>Late Night Women's Hour</i></p>
How is progress measured?	<p>Yr 12 mock exam (Summer Term)</p> <p>Half termly end of topic checkpoints (exam style questions to apply knowledge, theoretical understanding and set products)</p> <p>Regular homeworks and interleaving tasks</p>
How is the subject externally	<p><b>Component 1: Media Products, Industries and Audiences</b> Written exam, 2 hrs 15 minutes. Worth 35% of the final grade</p> <p><b>Component 2: Media Forms and Products in Depth</b></p>

examined? (KS4 and KS5)	<p>Written exam, 2 hrs 30 minutes. Worth 35% of the final grade.</p> <p><b>Component 3: Cross-Media Production</b></p> <p>Non-exam assessment, worth 30% of the final grade</p> <p>Individual cross-media production in two forms.</p> <p>A range of briefs in 4 media forms will be set annually.</p>
Extending Learning at home	<p>Unseen text practise</p> <p>Application of media theories and theorists to a range of texts and products</p> <p>NEA opportunities for filming, production and editing at home</p>
Support Available	<p>Canon DSLR cameras for use in College</p> <p>Suite of PC's for photo editing</p> <p>Knowledge Organisers for each topic covered</p>
Useful web addresses and book resources/revision guides	<p>Mrs Fisher <a href="https://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASg">https://www.youtube.com/channel/UCUKrxp4BcJrGLzmqAhCjASg</a></p> <p>Dixon, Mark. <b>Media Theory for A Level, the essential revision guide.</b> (2020), Routledge</p> <p>Bell and Johnson, <b>Eduqas Media Studies for A Level (year 1 and 2)</b> (2017, 2018) Illuminate publishing</p>

Date reviewed: