

Key Stage 5 Subject Timeline Year 12 to 13
 Subject: Media Studies
 Exam Board: Eduqas

Year 12 2022-23					
Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Key concept/Skill	Key concept/Skill	Key concept/Skill	Key concept/Skill	Key concept/Skill	Key concept/Skill
<p>Induction – theoretical framework</p> <ul style="list-style-type: none"> media language representation media industries audiences <p>Induction – practical skills</p> <p><u>MEDIA LANGUAGE & REPRESENTATION</u></p> <p>Component One Section A: Advertising & Marketing: Intro & analysis:</p> <p>Tide, Tokyo 2020 Paralympic Games, Kiss of the Vampire</p> <p>Component One Section B: Advertising and Marketing Audience Tide, Tokyo 2020 Paralympic Games</p>	<p><u>MEDIA INDUSTRIES AND AUDIENCES</u></p> <p>Component One Section B: Film Industry</p> <p>Black Panther (2018) and I, Daniel Blake (2016)</p> <p>Focus areas: Media Language (poster) Representation (poster) Media Industries (cross-media study) Media Contexts (poster and cross-media study)</p> <p>Curran and Seaton Budget VS Diversity of content and Representations.</p>	<p><u>MEDIA LANGUAGE & REPRESENTATION</u></p> <p><u>MEDIA INDUSTRIES AND AUDIENCES</u></p> <p>Component One Section A: Newspapers</p> <p>The Daily Mirror The Times</p> <p>Component One Section B: Newspapers:</p> <p>The Daily Mirror The Times</p> <p>Focus areas: Media Language Representation Media Industries Audiences Media Contexts</p> <p>Cultural Capital -Left /Right Bias? Newspapers</p>	<p><u>MEDIA LANGUAGE & REPRESENTATION</u></p> <p><u>MEDIA INDUSTRIES AND AUDIENCES</u></p> <p>Component Two Section B: Magazines Introduction and Industry overview; contexts</p> <p>Vogue (July 1965) (Conde Nast)</p> <p>The Big Issue (Oct 17-23 2016, No.1227) (Dennis & The Big Issue Ltd)</p> <p>Focus areas: Media Language Representation Media Industries Audiences Media Contexts</p>	<p><u>NEA - Component 3</u></p> <p>Introduction to briefs, initial ideas/research</p> <p>Research – analyse similar product</p> <p>Refresher training on equipment software</p> <p>Research – target audience, secondary research.</p> <p>Research & Planning – Draft of initial ideas, pitch concept treatment</p> <p>Planning – storyboarding, scripting, layout designs etc.</p> <p>Submit Statement of Aims</p>	<p><u>MEDIA LANGUAGE & REPRESENTATION</u></p> <p><u>MEDIA INDUSTRIES AND AUDIENCES</u></p> <p>Component One Section A: Music Video</p> <p>Formation, Beyoncé Riptide, Vance Joy</p> <p>Component One Section B: Radio and Video Games</p> <p>Have You Heard George's Podcast?</p> <p>Assassin's Creed franchise</p>

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<p>Focus areas: Media language Representation Media contexts</p>		<p>Ideology and Financial structure</p>		<p>Production – filming, photographing constructing layout, copywriting etc.</p> <p>Production – filming, photographing constructing layout, copywriting etc.</p> <p>Production - editing/ constructing design</p> <p>Production Re-shoot/re-drafting as necessary</p> <p>Final editing/ design/polish</p> <p>Production Final editing/ design/polish</p> <p>Submission of media production Cultural Capital – marketable/transferrable skills + Subcultural Capital – inclusiveness/ Diversity of Representations</p>	
<p>End Point</p>	<p>End Point</p>	<p>End Point</p>	<p>End Point</p>	<p>End Point</p>	<p>End Point</p>
<p>Analysis: Tide, Tokyo 2020 Paralympic Games, Kiss of the Vampire</p>	<p>Marketing across various media, exploring the</p>	<p>Introduction & overview</p>	<p>Magazines Analysis: Vogue ML & reps gender</p>	<p>Produce a statement of</p>	<p>Analysis of contemporary video – ML & rep (gender)</p>

Use of Technology Cultural Capital Inclusiveness Diversity

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<p>Comparative analysis with other products</p> <p>Practical application – plan/draft and advert</p> <p>Inclusiveness – Social purpose Advertising Diversity of representations</p>	<p>convergence of media platforms and technologies and other relevant industry issues.</p> <p>Develop an awareness of the films as contemporary examples of the film industry.</p> <p>Understanding of marketing strategies</p>	<p>Analysis: The Daily Mirror, The Times</p> <p>Analysis: The Sun ML & rep</p> <p>Comparative analysis with other products</p> <p>Component One Section B: Industry the Daily Mirror, The Times</p> <p>Audience The Daily Mirror, The Times</p> <p>Exam focus – newspapers (set product and comparison with unseen)</p> <p>Left/Right Bias dependent on Newspapers Ideology and Financial status</p> <p>Regulation, Audience response theory, Audience as “Active” agents, Audience as Citizens</p>	<p>& ethnicity Inclusion and Div</p> <p>Analysis: Vogie and The Big Issue ML & reps gender & ethnicity</p> <p>Comparative analysis with other products</p> <p>Exam focus Practical: Draft magazine practical work in holiday</p>	<p>aims to create a media product for an intended Audience</p> <p>Develop practical and decision-making skills</p> <p>Apply knowledge and understanding of media language and representation to a media production</p> <p>Use media language to express and communicate meaning to an intended audience.</p> <p>Use specialist software called Canva to design and create product based on brief.</p> <p>Career opportunity: Journalism, Graphic design and many more media industry links.</p>	<p>Contexts of contemporary music videos, audience response</p> <p>Analysis of contemporary video 2 – ML & rep (ethnicity)</p> <p>Analysis of podcast Industry and Audience</p> <p>Analysis of podcast Industry and Audience</p> <p>An awareness of the historical significance of the programmes and how they have been created and circulated in response to industry and audience demands</p> <p>Analysis of Video Games Industry and Audience</p> <p>An awareness of industry and audience issues.</p>
<p>Assessment</p>	<p>Assessment</p>	<p>Assessment</p>	<p>Assessment</p>	<p>Assessment</p>	<p>Assessment</p>
<p>Formative Assessment Summative assessment</p>	<p>Formative Assessment Summative assessment</p>	<p>Formative Assessment Summative assessment</p>	<p>Formative Assessment Summative assessment</p>	<p>10 marks for the statement of aims</p>	<p>Formative Assessment Summative assessment</p>

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	Exam PPE			20 marks for creating a media product that meets the requirements of the set brief 30 marks for creating a media product which uses media language to communicate meanings and construct representations.	Exam PPE
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<u>MEDIA LANGUAGE & REPRESENTATION</u> <u>MEDIA INDUSTRIES AND AUDIENCES</u> Component Two Section A: TV – Sci-Fi Black Mirror (UK) Focus areas: Media Language Representation Media Industries	<u>MEDIA LANGUAGE & REPRESENTATION</u> <u>MEDIA INDUSTRIES AND AUDIENCES</u> Component Two Section A: TV – Sci-Fi The Returned (France) Focus areas: Media Language Representation Media Industries	<u>MEDIA LANGUAGE & REPRESENTATION</u> <u>MEDIA INDUSTRIES AND AUDIENCES</u> Component Two Section C: Online Zoe Sugg Attitude Focus areas: Media Language	Revision of all topics/exam Practice	Revision of all topics/exam Practice	

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Cultural Capital

Inclusiveness

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Audiences Media Contexts	Audiences Media Contexts	Representation Media Industries Audiences Media Contexts			
End Point	End Point	End Point	End Point	End Point	
Analysis of full-length product viewing/key codes Analysis of key sequences – specific elements of media language Analysis of representations – gender, ethnicity etc. Exploration of relevant contexts in relation to fill length product Exam practice- media language / representations	Analysis of full-length product viewing/key codes Analysis of key sequences – specific elements of media language Analysis of representations – gender, ethnicity etc. Exploration of relevant contexts in relation to fill length product Exam practice- media language / representations	Analysis of online, social and participatory media Industry and audience issues Exam practice – industry and audience	Create their own Knowledge organisers. Quizzes such as Kahoot. The creation of Crib sheets Encourage student reflection		
Assessment	Assessment	Assessment	Assessment		
Formative Assessment Summative assessment	Formative Assessment Summative assessment Exam PPE	Formative Assessment Summative assessment Test	Formative Assessment Summative assessment Test		

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