

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

Year 12					
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
Induction – theoretical framework - media language - representation - media industries - audiences Induction – practical skills MEDIA LANGUAGE & REPRESENTATION Component One Section A: Advertising & Marketing: Intro & analysis: Tide, Tokyo 2020 Paralympic Games, Kiss of the Vampire Component One Section B: Advertising and Marketing Audience Tide, Tokyo 2020 Paralympic Games Focus areas: Media language Representation Media contexts	MEDIA INDUSTRIES AND AUDIENCES Component One Section B: Film Industry Black Panther (2018) and I, Daniel Blake (2016) Focus areas: Media Language (poster) Representation (poster) Media Industries (cross-media study) Media Contexts (poster and cross-media study) Curran and Seaton Budget VS Diversity of content and Representations.	MEDIA LANGUAGE & REPRESENTATION MEDIA INDUSTRIES AND AUDIENCES Component One Section A: Newspapers The Daily Mirror The Times Component One Section B: Newspapers: The Daily Mirror The Times Focus areas: Media Language Representation Media Industries Audiences Media Contexts Cultural Capital -Left /Right Bias? Newspapers Ideology and Financial structure	MEDIA LANGUAGE & REPRESENTATION MEDIA INDUSTRIES AND AUDIENCES Component Two Section B: Magazines Introduction and Industry overview; contexts Vogue (July 1965) (Conde Nast) The Big Issue (Oct 17-23 2016, No.1227) (Dennis & The Big Issue Ltd) Focus areas: Media Language Representation Media Industries Audiences Media Contexts	NEA - Component 3 Introduction to briefs, initial ideas/research Research – analyse similar product Refresher training on equipment software Research – target audience, secondary research. Research & Planning – Draft of initial ideas, pitch concept treatment Planning – storyboarding, scripting, layout designs etc. Submit Statement of Aims Production – filming, photographing constructing layout, copywriting etc. Production – filming, photographing constructing layout, copywriting etc. Production - editing/ constructing design	MEDIA LANGUAGE & REPRESENTATION MEDIA INDUSTRIES AND AUDIENCES Component One Section A: Music Video Formation, Beyoncé Riptide, Vance Joy Component One Section B: Radio and Video Games Have You Heard George's Podcast? Assassin's Creed franchise

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				Production Re-shoot/re-drafting as necessary Final editing/ design/polish Production Final editing/ design/polish Submission of media production Cultural Capital – marketable/transferrable skills + Subcultural Capital – inclusiveness/ Diversity of Representations	
End Point	End Point	End Point	End Point	End Point	End Point
Analysis: Tide, Tokyo 2020 Paralympic Games, Kiss of the Vampire Comparative analysis with other products Practical application – plan/draft and advert Inclusiveness – Social purpose Advertising Diversity of representations	Marketing across various media, exploring the convergence of media platforms and technologies and other relevant industry issues. Develop an awareness of the films as contemporary examples of the film industry.	Introduction & overview Analysis: The Daily Mirror, The Times Analysis: The Sun ML & rep Comparative analysis with other products Component One Section B: Industry the Daily Mirror, The Times Audience The Daily Mirror, The Times	Magazines Analysis: Vogue ML & reps gender & ethnicity Inclusion and Div Analysis: Vogie and The Big Issue ML & reps gender & ethnicity Comparative analysis with other products Exam focus Practical: Draft magazine practical work in holiday	Produce a statement of aims to create a media product for an intended Audience Develop practical and decision-making skills Apply knowledge and understanding of media language and representation to a media production Use media language to express and communicate meaning to an intended audience.	Analysis of contemporary video – ML & rep (gender) Contexts of contemporary music videos, audience response Analysis of contemporary video 2 – ML & rep (ethnicity) Analysis of podcast Industry and Audience Analysis of podcast Industry and Audience

Use of Technology Cultural Capital Inclusiveness Diversity

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	Understanding of marketing strategies	Exam focus – newspapers (set product and comparison with unseen) Left/Right Bias dependent on Newspapers Ideology and Financial status Regulation. Audience response theory. Audience as “Active” agents, Audience as Citizens		Use specialist software called Canva to design and create product based on brief. Career opportunity: Journalism, Graphic design and many more media industry links.	An awareness of the historical significance of the programmes and how they have been created and circulated in response to industry and audience demands Analysis of Video Games Industry and Audience An awareness of industry and audience issues.
Assessment	Assessment	Assessment	Assessment	Assessment	Assessment
Formative Assessment Summative assessment	Formative Assessment Summative assessment Exam PPE	Formative Assessment Summative assessment	Formative Assessment Summative assessment	10 marks for the statement of aims 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.	Formative Assessment Summative assessment 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 Audiences Media Contexts	<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 Audiences Media Contexts	<u>MEDIA LANGUAGE & REPRESENTATION</u> <u>MEDIA INDUSTRIES AND AUDIENCES</u> Component Two Section C: Online Zoe Sugg Attitude Focus areas: Media Language Representation Media Industries Audiences Media Contexts	Revision of all topics/exam Practice	Revision of all topics/exam Practice	
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 full-length product viewing/key codes Analysis of key sequences – specific elements of media language	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		

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Analysis of representations – gender, ethnicity etc.	Analysis of representations – gender, ethnicity etc.				
Exploration of relevant contexts in relation to fill length product	Exploration of relevant contexts in relation to fill length product				
Exam practice- media language / representations	Exam practice- media language / representations				
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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