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 & REPRESRENTATION** **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	**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 & REPRESRENTATION** **MEDIA INDUSTRIES AND AUDIENCES** **Component One Section A:** Newspapers **The Daily Mirror** **The Times** **Component One Section B: N**ewspapers: **The Daily Mirror** **The Times** Focus areas: Media Language Representation Media Industries Audiences Media Contexts Cultural Capital -Left /Right Bias? Newspapers	**MEDIA LANGUAGE & REPRESRENTATION** **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	**MEDIA LANGUAGE & REPRESRENTATION** **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**

Use of Technology   Cultural Capital   Inclusiveness   Diversity

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

<mark>Use of Technology</mark>   <mark style="background:magenta">Cultural Capital</mark>   <mark style="background:cyan">Inclusiveness</mark>   <mark style="background:lime">Diversity</mark>

Comparative analysis with other products ==Practical application – plan/draft and advert== **Inclusiveness – Social purpose Advertising** ==.**Diversity of**== ==**representations**==	convergence of media platforms and technologies and other relevant industry issues. Develop an awareness of the films as contemporary examples of the film industry. Understanding of marketing strategies	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** 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	& 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	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. ==Use specialist software called Canva to design and create product based on brief.== **Career opportunity:** Journalism, Graphic design and many more media industry links.	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 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	Formative Assessment Summative assessment	Formative Assessment Summative assessment	10 marks for the statement of aims	Formative Assessment Summative assessment

==Use of Technology==   **Cultural Capital**   Inclusiveness   Diversity

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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

Use of Technology Cultural Capital Inclusiveness Diversity

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Key concept/Skill	**Key concept/Skill**	**Key concept/Skill**	**Key concept/Skill**	**Key concept/Skill**	**Key concept/Skill**
MEDIA LANGUAGE & REPRESRENTATION **MEDIA INDUSTRIES AND AUDIENCES** **Component Two Section A: TV – Sci-Fi** **Black Mirror (UK)** Focus areas: Media Language Representation Media Industries Audiences Media Contexts	**MEDIA LANGUAGE & REPRESRENTATION** **MEDIA INDUSTRIES AND AUDIENCES** **Component Two Section A: TV – Sci-Fi** **The Returned (France)** Focus areas: Media Language Representation Media Industries Audiences Media Contexts	**MEDIA LANGUAGE & REPRESRENTATION** **MEDIA INDUSTRIES AND AUDIENCES** **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	Analysis of online, social and participatory media Industry and audience issues	Create their own Knowledge organisers. Quizzes such as Kahoot. The creation of Crib sheets		

Use of Technology   Cultural Capital   Inclusiveness   Diversity

Analysis of <mark>representations – gender, ethnicity etc</mark>. Exploration of relevant contexts in relation to fill length product Exam practice- media language / representations	elements of media language Analysis of <mark>representations – gender, ethnicity etc</mark>. Exploration of relevant contexts in relation to fill length product Exam practice- media language / representations	Exam practice – industry and audience	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		

<mark>Use of Technology</mark>   <mark>Cultural Capital</mark>   <mark>Inclusiveness</mark>   <mark>Diversity</mark>