

COMPONENT

1

Media products, industries & audiences (A Level Y12)

ADVERTISING MEDIA

Students start the course by being introduced to the 5 areas of the theoretical framework before applying these to the set 3 exam products for advertising. These are: Tide, Kiss Of the Vampire and Super Human. For Super Human, students are required to build on their knowledge and application of media language analysis in print, to be able to comment on audio visual aspects as well.

HALF TERM

1

MUSIC VIDEOS

Students progress from their grounding in AV from TV adverts to be able to analyse music videos in relation to media language, representation and contexts. Students will study two set music videos and their artists: Beyonce and Vance Joy. In addition, students will conduct case studies on a selection of unseen music videos.

HALF TERM

2

NEWSPAPERS

Students will study one set tabloid and broadsheet paper for all 5 areas of the theoretical framework, as well as conducting case studies on unseen examples. The newspaper unit is one of the first on the course to truly give students an insight into regulation and media ownership.

HALF TERM

3

GAMING, RADIO AND FILM

In line with their new knowledge on media industries in terms of ownership and regulation, students move on to studying Radio, Gaming and Film industries to be able to comment on how companies effectively generate revenue to support production, and how audiences engage with these forms. Products include Assassins Creed, BBC's Woman's Hour, I, Daniel Blake and Black Panther.

HALF TERM

3&4

COMPONENT 1 MOCK REVISION

Students begin a revision unit in order to recall and revise key content as well as master exam skills and work on how to craft effective essays.

HALF TERM

4

NON EXAM ASSESSMENT

(NEA)

Students embark on component 3 which is the coursework unit in which students create a cross media production. Students will start by carrying out the required research into existing cross media products in order to generate ideas and plan for their own design.

HALF TERM

5

A statement of aims and intentions will be drafted to accompany the products in order to communicate the ways in which they plan to meet the brief provided by the exam board.