

English Department Year 12 Media Studies Long-term Sequencing

The heart of the discerning acquires knowledge, for the ears of the wise seek it out – Proverbs 18:15

In Year 12 students will be introduced to the framework within which they will examine a range of media products across the course: Media Language, Representation, Audience and Industry. These four pillars of the course will underpin all the learning which students will undertake in both Y12 and Y13. At the start of the year, students will look at how social and historical contexts influence a broad range of media products; all of this knowledge will be useful as they are introduced to their set media products. As students discover the generic conventions of different forms of media, they will start to examine how these are used to target different audiences. They will also examine the industries to which different texts belong. All of the knowledge which is discovered and build upon in the first five half-terms will be used when students complete their NEA at the end of Year 12. In this NEA they will have to produce a media product to a brief which the exam board will set and this will enable they to apply the skills which they have developed over the course of the year.

| Intentional | Active | Eloquent |
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| <p>HALF TERM 1: Tide, Kiss of the Vampire, Assassin’s Creed, Riptide and Media Contexts</p> <p>STUDENTS MUST KNOW:</p> <ul style="list-style-type: none"> • Important historical and social contexts from the 1950s to the present day • How media texts has been influenced by the times in which they were created • How selection and combination of generic conventions of media texts are used to create meanings • The critical framework which will be used to examine media products: Language, Audience, Representation and Industry • How media texts target particular groups of people <p>HOW THIS WILL BE ASSESSED:</p> <p>Weekly knowledge quiz to consolidate previous learning of other texts; Component One Section A exam-style questions marked using the KS5 marking sheets</p> | <p>HALF TERM 2: Newspapers and Super Human</p> <p>STUDENTS MUST KNOW:</p> <ul style="list-style-type: none"> • How new technologies have shaped media products • How meanings are shaped by media language choices • The codes and conventions of different media products • How audiences respond to media texts • How conventions are socially relative and can be used in a hybrid way • The challenging and subversion of conventions • The way viewpoints and ideologies are conveyed • The way events, issues, groups and individuals are represented • How texts are produced and distributed to audiences • They way in which texts present people and groups of people <p>HOW THIS WILL BE ASSESSED:</p> <p>Weekly knowledge quiz to consolidate previous learning of other set media products; Component One Section A and Section B exam-style questions marked using the KS5 marking sheets</p> | <p>HALF TERM 3: Film Marketing – Black Panther and I, Daniel Blake</p> <p>STUDENTS MUST KNOW:</p> <ul style="list-style-type: none"> • How media texts are produced, distributed and circulated in global context • Specialist and mainstream film • The codes and conventions of different forms of film promotion • Significance of economic factions on media products • How audiences are maintained • The regulatory framework of film production in the UK • The impact of new technologies on media products • The role of regulation in production, distribution and circulation of media products • Theorists linked to examining media industry • <p>HOW THIS WILL BE ASSESSED:</p> <p>Weekly knowledge quiz to consolidate previous learning of other set media products; Component One Section B exam-style questions marked using the KS5 marking sheets</p> |

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| Attentive | Discerning | Curious |
|--|--|---|
| <p>HALF TERM 4: Have You Heard George’s Podcast; Assassin’s Creed Franchise</p> <p>STUDENTS MUST KNOW:</p> <ul style="list-style-type: none"> • Production, distribution and circulation of products in a global context • Specialised and institutionalised nature of media production • Technological changes and the impact which these have had on media products • Significance of economic factors on the production of media texts • The regulatory framework within which media texts are produced • How texts are constructed to attract audiences • How audiences interact with media texts • Media theorists linked to audience and industry <p>HOW THIS WILL BE ASSESSED: Weekly knowledge quiz to consolidate previous learning of other set media products; Component One Section Band exam-style questions marked using the KS5 marking sheets</p> | <p>HALF TERM 5: Mainstream and Alternative Media – Vogue and The Big Issue</p> <p>STUDENTS MUST KNOW:</p> <ul style="list-style-type: none"> • How media products create interactivity with the audience • How new technologies have shaped media products • How meanings are shaped by media language choices • The codes and conventions of online media products • How audiences respond to media texts • How conventions are socially relative and can be used in a hybrid way • The challenging and subversion of conventions • The way viewpoints and ideologies are conveyed • The way events, issues, groups and individuals are represented • The impact digital technologies have had on regulation <p>HOW THIS WILL BE ASSESSED: Weekly knowledge quiz to consolidate previous learning of other set media products; Component Two Section Band exam-style questions marked using the KS5 marking sheets</p> | <p>HALF TERM 4: NEA</p> <p>STUDENTS MUST KNOW:</p> <ul style="list-style-type: none"> • To apply knowledge and skills from across the course to realise a media product against a brief • Research, development and editing products • Avoiding plagiarism and malpractice in terms of producing media texts • The JCQ regulations for NEA <p>HOW THIS WILL BE ASSESSED: Weekly knowledge quiz to consolidate previous learning of other set media products; 1-1 general feedback in line with JCQ guidance through discussion around NEA; marking according to mark scheme of Component 3</p> |

Home learning set will consist of a combination of:
 Flipped learning, questions and thinking points to consider in relation to texts explored.
 Reading of articles
 Questions related to the work completed
 Research into the media product ahead of, during and after study