

# Media Studies Learning Journey

■ Knowledge Rich
 ■ Skills
 ■ Subject specific language



## YEAR 13

**Rationale**  
Year 13 builds on knowledge of the **theoretical framework** from Year 12. C2 units require extended essay style responses and **application of theory**.

**Revision Programme**

Testing Knowledge Assessment Trial Exams

Testing Knowledge Assessment Video Games

Unit 4 Video Games C1 Assassins Creed

Unit 3 Radio C1 Late Night Woman's Hour

Unit 2 Online and Participatory Media C2 Zoella Attitude

Testing Knowledge Assessment Radio

Testing Knowledge Assessment Online Media

Testing Knowledge Assessment 1: **representations**  
2: **context**

Testing Knowledge Assessment December Mock C1

Unit 1 Magazines C2 Huck Woman's Realm

Testing Knowledge Assessment Summer Mock C1

Unit 7 NEA C3 30% of A Level Assessment 7

Testing Knowledge Assessment TV Context

Testing Knowledge Assessment Evaluating impact of technological developments

Unit 5 Newspapers Industry & Audience C1 The Times The Mirror

Testing Knowledge Assessment Music Analysing representations

Unit 4 Music Video & Marketing C1 Beyonce Vance Joy

Testing Knowledge Assessment Film Marketing Comparing

Unit 6 TV in the Global Age C2 The Bridge Life on Mars

Testing Knowledge Assessment Advertising

Unit 1 (2 weeks) Introduction to A Level Media and the **Theoretical Framework**

Testing Knowledge Assessment C1 short answer questions

Testing Knowledge Assessment C1

Testing Knowledge Assessment Baseline Test

Testing Knowledge Assessment Music Analysing representations

Unit 4 Music Video & Marketing C1 Beyonce Vance Joy

Testing Knowledge Assessment Film Marketing Comparing

Unit 6 TV in the Global Age C2 The Bridge Life on Mars

Testing Knowledge Assessment Advertising

Unit 1 (2 weeks) Introduction to A Level Media and the **Theoretical Framework**

## YEAR 12

**Rationale**  
Year 12 begins with an introduction to the **Theoretical Framework** for those students who did not study Media at GCSE. The first year is carefully sequenced to link codes and conventions to producer and the purpose of the product e.g., advertising & marketing.

**Revision Programme**  
After February half term  
C1 Magazines and Film

Testing Knowledge Assessment February Mock C2  
Apply theory, analyse and evaluate representations

**Revision Programme**  
After February half term  
C1 Newspapers

**Revision Programme**  
After February half term  
C1 Advertising & Marketing

Unit 3 C1 Video Games Fortnite

Testing Knowledge Assessment November Mock C1  
Apply theory, analyse and evaluate representations, define terms

Music Video Historical Text Duran Duran

How is gender represented in these music video?

Unit 1 C2 Music Video and Online Media  
Close study of set texts: Katy Perry and Bruno Mars

Unit 2 Advertising & Marketing C1 Tide, WaterAid and The Kiss of the Vampire

Unit 3 Film Marketing C1 Black Panther & I, Daniel Blake

Unit 2 C1 Radio The Archers

Testing Knowledge Assessment - Music

Music Videos Online Media inc. websites and social media

Unit 1 C2 Music Video and Online Media  
Close study of set texts: Katy Perry and Bruno Mars

Unit 3 C1 Video Games Fortnite

Testing Knowledge Assessment November Mock C1  
Apply theory, analyse and evaluate representations, define terms

Music Video Historical Text Duran Duran

How is gender represented in these music video?

Unit 1 C2 Music Video and Online Media  
Close study of set texts: Katy Perry and Bruno Mars

## YEAR 11

**Rationale**  
Year 11 is sequenced to build on the analytical skills and knowledge of specific terminology from C1 units studied in Year 10

Crime Drama is the first C2 unit. C2 features longer, extended answer questions with the expectation that students **apply theory**.

What are the generic conventions of a crime drama?

Testing knowledge Assessment Representation of gender

Historical Text Comparison Friends

Testing knowledge Assessment Trial Exams

Unit 5 Newspapers The Guardian The Sun

Retrieval Practice Blumler and Katz

Institution Focus Channel 4 and BBC  
What is their remit?  
How does The IT Crowd fit in to their remit?

BBC

How does context influence representation?

Unit 6 NEA Research, Planning and Production 30% of GCSE

How are audiences targeted?

Barthes Application of theory Semantic and referential codes

Media Glossary. Retrieval Practice

Unit 4 TV C2 Sitcom The IT Crowd Friends

Unit 3 Magazines C1 Set Texts Pride GQ

Unit 2 Film Marketing C1 Set Texts Spectre The Man with the Golden Gun

What is Media Representation?  
Gender  
Ethnicity  
Age  
Settings

What are Media Institutions  
• Conglomerates  
• Synergy  
• Intertextuality  
• Convergence

Unit 1 Advertising & Marketing C1 Set Texts Quality Street This Girl Can

Testing knowledge Assessment

Rationale Year 10 is the beginning of the detailed study into set texts provided by the exam board Eduqas. The first units are sequenced together by purpose of the product – to advertise and promote

NEA Practice C3 Testing knowledge Assessment Research, planning, creative production

## YEAR 10

What is Media Audience?  
Audience Profiling  
Demographics  
Stereotypes

Testing knowledge Assessment

Unit 1: Technical Codes Edits Mise-en-scene

Introduction of Key Theorists  
Psychometrics  
Blumler and Katz  
Young and Rubicon

Media Industry Vertical and horizontal integration

Applying Theory  
• Propp  
• Todorov  
• Barthes  
• Hall  
• Blumler and Katz

Introduction of the Media Glossary. Retrieval Practice

Unit 1: audio codes  
• Diegetic and non-diegetic sound  
• Soundtrack  
• Dialogue  
• Tone  
• SFX

What is Media Language?  
Unit 1 Visual codes  
Camera shots and angles, costume, props, lighting, gesture codes, facial expression

Testing current knowledge Assessment : Baseline Test

Unit 3 Magazines C1 Set Texts Pride GQ

Unit 2 Film Marketing C1 Set Texts Spectre The Man with the Golden Gun

What is Media Representation?  
Gender  
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Settings

What are Media Institutions  
• Conglomerates  
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Unit 1 Advertising & Marketing C1 Set Texts Quality Street This Girl Can

Testing knowledge Assessment

Rationale Year 10 is the beginning of the detailed study into set texts provided by the exam board Eduqas. The first units are sequenced together by purpose of the product – to advertise and promote

NEA Practice C3 Testing knowledge Assessment Research, planning, creative production

## YEAR 9

Unit 1: audio codes  
• Diegetic and non-diegetic sound  
• Soundtrack  
• Dialogue  
• Tone  
• SFX

What is Media Language?  
Unit 1 Visual codes  
Camera shots and angles, costume, props, lighting, gesture codes, facial expression

Testing current knowledge Assessment : Baseline Test

Unit 1: Technical Codes Edits Mise-en-scene

Introduction of Key Theorists  
Psychometrics  
Blumler and Katz  
Young and Rubicon

Media Industry Vertical and horizontal integration

Applying Theory  
• Propp  
• Todorov  
• Barthes  
• Hall  
• Blumler and Katz

Introduction of the Media Glossary. Retrieval Practice

Rationale Year 9 is the 'building block' year before students begin studying the set texts that change bi-annually. We begin with an introduction to the **Theoretical Framework**, that underpins the GCSE and A Level course

welcome

"Whoever controls the media, controls the mind" — Jim Morrison