

KS5 Long Term Curriculum Plan: A Level Media Studies Year 13 2023-2024

Curriculum Aim: To give students a knowledge and understanding of the theoretical framework of media and contexts of media and their influence on media products and processes so that they can: analyse media products, including in relation to their contexts and through the use of academic theories, evaluate academic theories, make judgements and draw conclusions and create media products for an intended audience, by applying knowledge to communicate meaning

Link to prior learning: Where students have studied GCSE Media Studies, the A Level course builds on knowledge and skills acquired here (see GCSE Programme of Study and Specification). All students will draw from the critical, analytical and evaluative skills developed during their GCSE English and English Literature courses.

Rationale of sequencing: Students continue to study the 4 theoretical frameworks however focussing on Audience and Industry. They will continue to analyse the targeted CSPs, followed by the in-depth study CSPs which address all 4 areas of theoretical framework Media Language, Representation, audience and industry.

	Focus / Topic	Knowledge & Skills (from NC/Programmes of Study)	Assessment
Autumn 1	Teacher 1 Non-Examined assessment	Use skills to create a cross-media production for an intended audience from a choice of briefs. Apply knowledge and understanding of the theoretical framework of media studies to create a media product Communicate meaning to an intended audience Media products must demonstrate: - appropriate use of media language - appropriate representation - effective engagement with industry and audience See 2023 Briefs	Completion of a statement of intent and a cross-media product Assessment week w/b 3rd Oct 2022
	Teacher 2 Revision Magazines (media representation & media language) Oh Comely & Mens' Health Newspapers	- Knowledge, understanding and ability to analyse and compare the following areas of the theoretical framework of: Media Language: Semiotics, conventions and subversions of printed text/genre, narrative Media representation: gender, sexuality, lifestyle Media industry: production, distribution and emerging technologies Media audience: Mode of address, target audiences and niche audiences, Interpretations that reflect contexts - Understand, apply and evaluate key academic theories: Structuralism including Lévi-Strauss, Todorov, Neale, Hall (rep), bell hooks, Van Zoonen, Butler, Hall (reception theory) and Hesmondhalgh - Debate key questions linked to the social and cultural contexts - Re visit debate key questions linked to the social and cultural contexts	Completion of a statement of intent and a cross-media product Assessment week w/b 3rd Oct 2022

	<p>(media Audiences & media industries)</p> <p>The i and The Daily Mail</p>	<p>Recap -Industry and Audience of The I and The Daily Mail. To show Knowledge, understanding and ability to analyse and compare the following areas of the theoretical framework of: Media industry: Production and circulation (ownership and control), technological change and digital convergence, editorial control, economic factors, regulation (IPSO, post Leveson, Royal Charter) media audiences:Demographics/Psychographics of target audience, reach, address and positioning audiences and audience effects and uses.</p> <p>-Understand, apply and evaluate key academic theories: News Values, Power without Responsibility- Curran and Seaton, Regulation - Livingstone and Lunt, Cultural Industries - Hesmondhalgh, media effects including Bandura, Cultivation theory including Gerbner, reception theory including Hall, Uses and Gratifications</p> <p>-Debate key questions linked to the social, political, economic and cultural contexts</p>	
Autumn 2	<p>Teacher 1</p> <p>Contd. Non-Examined assessment</p> <p>Close Study Product:</p> <p>Radio</p> <p>(Media Industry, Media Audiences)</p>	<p>-Knowledge, understanding and ability to analyse and compare the following areas of the theoretical framework of: Media industry: Production context (BBC/PSB and US network), regulation, emerging technologies</p> <p>Media audiences: Techniques used to impact audience and external factors affecting response – global political context, gender, religion, education etc, multiple interpretations (then and now for WotW), targeting niche and young audience (Newsbeat) and Interaction, participation and self-representation (Newsbeat)</p> <p>-Understand, apply and evaluate key academic theories: Hesmondhalgh, Livingstone and Lunt, Cultivation theory including Gerbner • Reception theory including Hall</p> <p>-Understand, apply and evaluate key academic theories: -Debate key questions linked to the historical, social, political and cultural contexts</p>	<p>Continue completion of a statement of intent and another cross-media product</p> <p>Exam question on Radio CSPs</p>
	<p>Teacher 2</p> <p>Contd. Newspapers (media Audiences & media industries)</p> <p>The i & The Daily Mail</p>	<p>Understand, apply and evaluate key academic theories: Structuralism including Lévi-Strauss, Todorov, Neale, Hall (rep), bell hooks, Van Zoonen, Butler, Hall (reception theory) and Hesmondhalgh</p> <p>-Debate key questions linked to the social and cultural contexts</p> <p>-Re visit debate key questions linked to the social and cultural contexts</p> <p>Recap -Industry and Audience of The I and The Daily Mail. To show Knowledge, understanding and ability to analyse and compare the following areas of the theoretical framework of: Media industry: Production and circulation (ownership and control), technological change and digital convergence, editorial control, economic factors, regulation (IPSO, post Leveson, Royal Charter) media audiences:Demographics/Psychographics of target audience, reach, address and positioning audiences and audience effects and uses.</p> <p>-Understand, apply and evaluate key academic theories: News Values, Power without Responsibility- Curran and Seaton, Regulation - Livingstone and Lunt, Cultural Industries - Hesmondhalgh, media effects including Bandura, Cultivation theory including Gerbner, reception theory including Hall, Uses and Gratifications</p>	<p>Exam question on Newspaper CSPs</p>

		-Debate key questions linked to the social, political, economic and cultural contexts	
Spring 1	Teacher 1 Close Study Product: Television & Unseen texts	Knowledge, understanding and ability to analyse and compare the following areas of the theoretical framework: Media language: Mise-en-scene, production values and cinematography, semiotics and developing technologies, advertising conventions/subversions and techniques of persuasion, Intertextuality and hybridity, audience positioning, appeal and multiple responses media representation: Gender, age, ethnicity and lifestyle -Understand, apply and evaluate key academic theories: Barthes, Hall, Butler, bel hooks, Laura Mulvey, van Zoonen, Stuart Hall, Gauntlett and Gelfer -Debate key questions linked to the historical, social, political, economic and cultural contexts of the different advertisements	Exam question on Radio CSPs PPE W/B 2nd Jan 2023
	Teacher 2 CSP Revision Advertising and Marketing The Score (printed Ad) Maybelline Boss Life ad (online) Feedback & DIRT on Mock exams	Knowledge, understanding and ability to analyse and compare the following areas of the theoretical framework: Media language: Mise-en-scene, production values and cinematography, semiotics and developing technologies, advertising conventions/subversions and techniques of persuasion, Intertextuality and hybridity, audience positioning, appeal and multiple responses media representation: Gender, age, ethnicity and lifestyle -Understand, apply and evaluate key academic theories: Saussure, Barthes, Hall, Butler, bel hooks, van Zoonen, Gauntlett and Gelfer -Debate key questions linked to the historical, social, political, economic and cultural contexts of the different advertisements	Completed cross media production –project 2 to be handed in before half term. Statement of Intent to be handed in. PPE W/B 2nd Jan 2023
	Teacher 1 Revision of all 4 theoretical frameworks	Recap studies from all four areas of the theoretical framework.	Practice exam papers.

Spring 2

	Teacher 2 Close Study Product:Film Revision Music Unseen texts	Analysis of Language and Representation in Music Videos, Advertising and Marketing CSPs Analysis of Industry and Audience of the newspapers, radio and short film CSPs	Exam Paper 1
Summer 1	Revision across all four theoretical Frameworks	RecapAnalysis of Language and Representation in Musiideos, Advertising and Marketing CSPs Analysis of Industry and Audience of the newspapers, radio and short film CSPs studies from all four areas of the theoretical framework	
Summer 2	Examinations taken		Exam 2

Further Information

Wider reading can be found on The English and Media Centre website:<https://www.englishandmedia.co.uk/mediamag-login> Username: chacemediamag Password: mediaandfilm
 DFE Subject Content https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/497237/Media_studies_AS_A_level_subject_content.pdf