Year 12 Media Studies Curriculum Map

Overview	Introduction to Media Studies Advanced Theory - Including Semiotics, Post-Colonialism, Structuralism, Narratology, Feminism, Male Gaze, Genre, Star Theory, Postmodernism; Horizontal and Vertical Integration, Mediation and Construction, Web 2.0, Ideology, Reception Theory *et al*. Introduction to Practical - Filmmaking, editing and desktop Publishing Component 1: Set Texts (all products studied in relation to at least two of the Key Concepts: Media Language, Representation, Audience and/or Industry - Tide and WaterAid adverts - Beyonce's *Formation* and Vance Joy's *Riptide* music videos - *Black Panther, Kiss of the Vampire* and *I, Daniel Blake* film marketing. - The Daily Mirror and The Times newspapers - The *Assassin's Creed* video game franchise - *Late Night Woman's Hour* radio show and podcast Development and presentation of research and planning for NEA brief. - *Linked moving image and print products for a new media text.*

Year 12	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	Introduction of Theory and of first set products - music video and advertising	Introduction to practical. Set Products - video games and radio & podcasts	Set Products - video games and film marketing	Newspapers and film marketing	Newspapers	Begin planning and researching TV sequences and magazines for NEA
Knowledge	Context of set products, such as the race divide in the US, traditional gender roles in mid-20th century advertising	Filmmaking terminology. Context of set products such as the games industry, effects theory, representation of	Context of set products such as the games industry, effects theory, Afrofuturism, Disney & Marvel's corporate	Context of set products such as British politics and class systems, benefits and universal credit	Media Language and Representation elements such as mediation and selection, gate-keeping, political	How the theoretical framework translates to practical work, especially Media Language (deployment of codes

		women's issues	structure	systems, bias, tabloid and broadsheet journalism	affiliation, text and imagery, anchorage.	and conventions), Representation (of specific groups) and Audience (uses and gratifications, target audience demographics and psychographics)
Skills	Identifying and evaluating Media Language elements such as genre, editing, codes and conventions. Representations of gender and race, star theory and parasocial, l relationships	Constructing shot types, utilising camera movement, editing in our Apple Mac Suite Identifying and evaluating Audience elements such as demographics and psychographics, and active and passive audiences.	Identifying and evaluating Industry issues such as financing, horizontal and vertical integration, diversification and social online platforms.	Identifying and evaluating key concept issues such as Media Language; Codes and Conventions. Representation of nationhood, democracy and masculinity.	Media Language; Codes and Conventions. Representation of nationhood, democracy and masculinity.	Responding to a set brief. Filmmaking, desktop and editing skills.