

Term1: Introduction to Media



Topic	Specification reference
Media language and representation • Basic media language terminology in use in a music video – camera angles, edits. • Representation as 're-presentation or reality': How these media language elements and visual codes (eg colour, basic aspects of mise-en-scène) have been selected to represent the artist in the music video in specific ways.	Media representations: Re-presentation Stereotypes Media language: Forms of media language Audience interpretation
Introduction to industries and audiences • How different audiences might interpret the music video analysed previously. • The music industry as a commercial industry, with independent and major companies, targeting niche and mass audiences; looking at finance involved in the music industry (potential budgets and incomes). Could mention piracy and threats to the profitability of the music industry.	Media audiences: Interpretations Media industries: The nature of media production Commercial industries
Music CD covers – analysis and production • Range of CD covers, look at the whole set to establish conventions. • Analyse a CD cover together as a class, students to extend the analysis individually.	Media audiences: Range of audiences Media representations: Choice of media producers Media language: Codes and conventions Forms of media language

Term 2: Science Fiction TV programmes

Topic	Specification reference
Media language Recap previous terminology, plus: lighting, diegetic and non-diegetic sound.	Media language: Forms of media language Codes and conventions Media representations: Re-presentation Representations of reality Stereotypes Media industries: The nature of media production
Media representation How contemporary issues are represented through fictional narratives.	
Case study and media institutions Most recent series of Dr Who, including job roles, the nature of the BBC, finance, marketing and global sales.	
TV trailer Analysis of two trailers. Students create an animatic – ‘a filmed storyboard’ – to learn to plan for different camera shots, use the editing software, and add sound.	

Term 3: Advertising and marketing

Topic	Specification reference
Introduction to the advertising industry • Division of audiences, using demographics and psychographics – VALS, Young and Rubicam's 4Cs. • Targeting products at an audience. • Conventions of adverts, Z reading of print adverts. • Analysis of a campaign that targets multiple audiences (eg video games adverts, where the same game is advertised towards different psychographic groups). • Audience research to find out how to best advertise a specific product to a specific audience. Creation of a print advert for that product and audience, using found images and ICT to add relevant text.	Media audiences: Range of audiences Targeting Categorisation Media language: Forms of media language Theories of narrative Technology and media products Media representations: Choice of media producers Representations of reality Stereotypes Reflection of contexts
CSPs advertising and marketing (targeted, focusing on Media language and Media representations): • television advertisement for Galaxy • NHS Blood and Transplant online campaign video • OMO print advert from <i>Woman's Own</i> magazine. Introduce terms code, anchorage, sign, icon and symbol. Look at the three CSPs in order, as well as other advertising and marketing products, analysing how media language creates meanings and giving a brief introduction to how developments in technology impact on content. Analyse representation and use of stereotypes.	

Year 10

Term 1

Topic	Specification reference
Revise Advertising and Marketing CSPs and other advertising video products.	Media language: Forms of media language Technology and media products Media representations: Choice of media producers Representations of reality Stereotypes Reflection of contexts
Plan video adverts and write statement of intent.	
Take footage for adverts, 2 x brief narratives, pack/product shots/graphics.	
Edit first advert.	
Edit second advert.	
Add graphics and sound.	
Students review adverts, identify areas for improvements.	
Make improvements to both adverts.	

Term 2

Topic	Specification reference
The film industry CSPs film industry (targeted, focusing on Media industries): • <i>Black Widow</i> • <i>I, Daniel Blake.</i>	Media industries: Ownership Commercial industries Regulation
CSPs music videos (targeted, focusing on Media audiences and Media industries): • Arctic Monkeys – <i>I bet you look good on the dancefloor</i> • Blackpink – <i>How you like that.</i> •	Additional depth – Media language: Codes and conventions Media industries: The nature of media production Production processes Regulation Media audiences: Range of audiences Targeting Interpretations Media practices Audience responses

Topic	Specification reference
CSPs Radio (targeted, focusing on Media industries and Media audiences): - Radio 1 launch day, Tony Blackburn - KISS Radio, Kiss Breakfast.	Media industries: Production processes Funding models Regulation Digital technologies Media audiences: Theoretical perspectives on audiences Range of audiences Targeting Categorisation Media technologies

Term 3

Topic	Specification reference
CSPs Online, social and participatory media (in-depth, all four areas of the theoretical framework): - Marcus Rashford – online presence - Kim Kardashian; Hollywood - Lara Croft Go.	Media language: Technology and media products Codes and conventions Media representations: Re-presentation Theoretical perspectives on gender Viewpoints Social, cultural and political significance Media industries: Convergence Commercial industries Digital technologies Media audiences: Targeting Media practices

Topic	Specification reference
Television CSPs Television (in-depth, all four areas of the theoretical framework): • <i>His Dark Materials</i>, Series 2, Episode 1 – <i>The City of Magpies</i> • <i>Dr Who</i>, Episode 1 – <i>An unearthly child</i>.	Media language: Theories of narrative Technology and media products Codes and conventions Media representations: Reflection of contexts Stereotypes Media industries: Convergence Funding models Regulation Media audiences: Audience responses

Year 11

Term 1

Topic	Specification reference
Revise television CSPs, and other television dramas.	Media language: Students will be rewarded for the degree of expertise they demonstrate in using media language within the chosen media form. The application of knowledge of media language will be demonstrated by the appropriate selection of elements to communicate meanings throughout the product. Students will need to construct narratives, show control of connotations and construct points of view. Media representations: Students will be rewarded for their ability to understand and create representations in the chosen media form.
Plan TV sequences and write statement of intent.	
Film footage.	
Edit footage.	
Add sound.	
Add graphics.	
Students review television sequences, identify areas for improvements.	
Make improvements.	

	The application of knowledge of media representations will be demonstrated by the use or subversion of stereotypes and/or stereotypical representations that are appropriate to the audience, form and genre. Students will need to use media representations to communicate appropriate meanings throughout.
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Term 2

Topic	Specification reference
CSPs Newspapers (in-depth, all four areas of the theoretical framework): • <i>The Daily Mirror</i>, Friday 5 March 2021 • <i>The Times</i>, Friday 5 March 2021.	Media language: Forms of media language Choice of media language Codes and conventions Media representations: Re-presentation Choice of media producers Representations of reality Misrepresentation Viewpoints Social, cultural and political significance Media industries: Ownership Convergence Regulation Media audiences: Theoretical perspectives Social, cultural and political significance

Topic	Specification reference
CSPs Magazines (targeted, focusing on Media Language and Representations): • <i>Tatler</i>, January 2021 • <i>Heat</i>, 21-27 November 2020.	Media languages: Codes and conventions Media representations: Re-presentation Reflection of contexts
Revision of advertising and marketing, and television.	
Revision of film industry.	

Term 3

Revision of the four areas of the theoretical framework, plus each of the CSPs.

Topic	Specification reference
Revision of music industry and radio.	
Revision of online, social and participatory media.	
Revision of newspapers and magazines.	