

A Level Media Studies Long Term Plan

Module	Unit	Key Skills/Objectives
1	Introduction to Media Studies –Media Language and Representation (2 weeks) Component 1 Section A and B Newspapers, Audience and Industry	Explore and understand key terms, ideas and concepts within media studies. Understand how to analyse media texts using appropriate key terms and vocabulary. Exploring representations seen within the media and how they may influence audiences. Exploration of the newspaper industry and the construction of newspaper texts for specific audiences and how representations may be used. Understanding how newspapers are targeted to audiences and how they may appeal to them. Media Texts: The Times, The Daily Mirror
2	Component 2 Section A English Language TV	Analysis of an English Language TV Product exploring the industry and audience of the product considering the use of characters, genre and representations to appeal to audiences. Media Texts: Life On Mars or Humans or The Jinx
3	Component 2 Section A Non-English Language TV	Analysis of the growth of non-English TV in the UK by exploring the industry the audiences and the use of representations within the product. Media Texts: The Bridge, The Returned, No Burqas Behind Bars
4	Component 1 Section B Radio, Industry and Audience	Exploration of the popularity of radio and how it appeals to their target audiences. Research and knowledge into the industry of radio to aid in the understanding. Media Texts: Late Night Woman's Hour: Home
5	Revision/Exam Prep/Component 3 (Coursework)	Revision of all key concepts, ideas, theories and texts studied over the year in preparation for a Mock Exam.

Teacher 2

Module	Unit	Key Skills/Objectives
1	Introduction to Media Studies – Media Industry, Audience and Practical Skills Component 1 Section A and B Marketing and Advertising	Explore and understand key terms, ideas and concepts within media studies. Understand how to analyse media texts using appropriate key terms and vocabulary. Focusing on the practical skills needed to understand and create media. Exploration of the marketing used within the media industry (film, TV, print) and understand how they are used to influence consumers/audience. Comparison of products from

A Level Media Studies Long Term Plan

		<p>contemporary media texts to texts from the past along to make suitable contextual comparisons.</p> <p>Media Texts: Tide print advertisement (1950s) and WaterAid audio-visual advertisement (2016) Kiss of the Vampire film poster (1963)</p>
2	Component 1 Section A Music Videos	<p>A study of music videos by exploring the construction of music video as a media text and the representations seen within the videos. Comparisons of media texts to help understand the ideologies and concepts.</p> <p>Media Texts: Formation, Beyoncé (2016) Dream, Dizzee Rascal (2004) and Riptide, Vance Joy (2013)</p>
3	Component 2 Section B Magazines and Historical Magazine Product	<p>Exploration into magazine products, focusing on contemporary and historical texts to explore context. Analysis of representations, audience and the industry of advertising.</p> <p>Media Texts: Woman, Woman's Realm, Vogue, Adbusters, Huck , The Big Issue</p>
4	Component 2 Section C Online Media (Magazines and Blogs)	<p>Analysis of the development and evolution of online media by focusing on online magazines and Blogs. Explore the representations seen within the products and analysis how these may affect/influence audiences.</p> <p>Media Texts: PointlessBlog , Zoella, DesiMag, Attitude</p>
5	Component 3 (Coursework)	<p>Creation of media products based a set brief that need to meet the specific needs of the product and target the audience detailed. A statement of aims (project proposal) is also needed.</p> <p>Briefs to be released by Exam Board March/April 2018</p>

Year 2

Teacher 1

Module	Unit	Key Skills/Objectives
1	Component 1 Section B Film Industries	<p>A study of the trailers, film posters of 2 films that are different; independent film and mainstream film, focusing on the audience and industry of both.</p> <p>Media Texts: Straight Outta Compton, I, Daniel Blake</p>

A Level Media Studies Long Term Plan

2	Component 1 Section A and B Newspapers, Audience and Industry	<p>Exploration of the newspaper industry and the construction of newspaper texts for specific audiences and how representations may be used. Understanding how newspapers are targeted to audiences and how they may appeal to them.</p> <p>Media Texts: The Times, The Daily Mirror</p>
3	<p>Component 3 (Coursework)</p> <p>Component 2 Section A Non-English/English TV</p>	<p>Creation of media products based a set brief that need to meet the specific needs of the product and target the audience detailed. A statement of aims (project proposal) is also needed.</p> <p>Briefs to be released by Exam Board March/April 2018</p> <p>Comparison of an English Language TV Product with non-English TV product exploring the industry and audience of the product considering the use of characters, genre and representations to appeal to audiences.</p> <p>Media Texts: Life On Mars or Humans or The Jinx, The Bridge, The Returned, No Burqas Behind Bars</p>
4	Revision	<p>Revision of all key terms, concepts and texts in preparation for the exam. Exam skills and how to respond to the exam also covered.</p> <p>Media Texts: All previous media texts</p> <p>Assessment: Mock exams</p>
	Exam	Students will sit the exam.

Teacher 2

Module	Unit	Key Skills/Objectives
1	Component 3 (Coursework)	<p>Component 3 (Coursework) Creation of media products based a set brief that need to meet the specific needs of the product and target the audience detailed. A statement of aims (project proposal) is also needed.</p> <p>Briefs to be released by Exam Board March/April 2018</p>
2	Component 1 Section A and B Marketing and Advertising	<p>Exploration of the marketing used within the media industry (film, TV, print) and understand how they are used to influence consumers/audience. Comparison of products from contemporary media texts to texts from the past along to focus in detail on contextual comparisons.</p> <p>Media Texts: Tide print advertisement (1950s) and WaterAid audio-visual advertisement (2016) Kiss of the Vampire film poster (1963)</p>

A Level Media Studies Long Term Plan

3	Component 3 (Coursework)	<p>Component 3 (Coursework) Creation of media products based a set brief that need to meet the specific needs of the product and target the audience detailed. A statement of aims (project proposal) is also needed.</p> <p>Briefs to be released by Exam Board March/April 2018</p>
	Component 1 Section B Video Games	<p>Analysis of the industry of video games, exploring the evolution and growth and how this may have affected both the industry and the audience.</p> <p>Media Texts: Assassin’s Creed III: Liberation</p>
4	Revision	<p>Revision of all key terms, concepts and texts in preparation for the exam. Exam skills and how to respond to the exam also covered.</p> <p>Media Texts: All previous media texts</p> <p>Assessment: Mock exams</p>
	Exam	<p>Students will sit the exam.</p>

<http://resources.edugas.co.uk/Pages/ResourceByArgs?subId=20>