

Long term Plan

Subject: Media Studies

YEAR 12

All Year 12 classes are split between two teachers. Pupils have twelve lessons of Media Studies over the fortnight shared between these two teachers. Therefore, the modules below are run concurrently, focusing on a range of industry areas, including television, radio, film and marketing.

Term	Topic – Teacher 1	Topic – Teacher 2	Assessed work	Additional details
1 14 weeks 84 lessons	Advertising and Marketing Students will learn: <ul style="list-style-type: none">• about print and television advertising from the early 20th Century through to the present day;• the different genres of commercial and charity adverts, including key subject-specific terminology;• the context and representations within the set texts of a <i>Tide</i> washing detergent advert from the 1950s and a <i>WaterAid</i> television advert from 2016;• about film marketing through study of film posters and their specific conventions;• a range of genres, with a particular focus on horror;• the context and representations within the set text of <i>Kiss of the Vampire</i> (1963);• relevant media theories;• how to answer media language and representation questions on the above text types.	Television in the Global Age Students will learn: <ul style="list-style-type: none">• about the development of the television industry;• relevant media theories;• the specific industry areas and audiences related to the set text of <i>Life on Mars</i>;• the genre conventions, narrative and representations within the set episode of <i>Life on Mars</i> (Series 1 Episode 1, 2006);• how to answer 15-mark examination questions on the areas of media language, representation, industry and audience for the above set text.	Students will be set essays and practical tasks at regular intervals in the term as a learning tool to keep improving their skills. There is a summative assessment for the term in the week beginning 29 th November 2021. This includes: <ol style="list-style-type: none">1. One essay in response to Component 1 Section A: Media Language and Representations2. One 15-mark question on <i>Life on Mars</i>.	<ol style="list-style-type: none">1. Students have 1 hour 30 minutes to write this section and it is worth 45 marks.2. Students have 30 minutes to write this essay and it is worth 15 marks.

<p>2</p> <p>12 weeks</p> <p>60 lessons</p>	<p>Advertising and Marketing</p> <p>Students will learn:</p> <ul style="list-style-type: none"> • about music videos and the development of this text type; • the different genres of music videos; • relevant media theories; • the representations constructed within the set texts of <i>Dream</i> by Dizzee Rascal (2004), <i>Formation</i> by Beyoncé (2016) and <i>Riptide</i> by Vance Joy (2013); • how to answer media language and representation questions on the above text types. <p>Cross-Media Study: Film Industry</p> <p>Students will learn:</p> <ul style="list-style-type: none"> • the development of the film industry and the context of Disney as a major conglomerate; • the progression of the Marvel Universe and where <i>Black Panther</i> appears in the franchise; • specific economic, technological, production and distribution concerns related to <i>Black Panther</i>; • how to approach short and long answer questions about industry. 	<p>Television in the Global Age</p> <p>Students will learn:</p> <ul style="list-style-type: none"> • the specific industry areas and audiences related to the second set text of <i>The Bridge</i>; • the genre conventions, narrative and representations within the set episode of <i>The Bridge</i> (Series 3 Episode 1, 2015); • how to answer 15- and 30-mark examination questions on the areas of media language, representation, industry and audience for the above set text and <i>Life on Mars</i>. 	<p>Students will be set essays and creative pieces at regular intervals in the term as a learning tool to keep improving their skills.</p> <p>There is a summative assessment for the term in the week beginning 14th March 2022. This includes:</p> <ol style="list-style-type: none"> 1. One essay in response to Component 1 Section A: Representations (music videos). 2. Component 2 Section A: Television in the Global Age, one 30-mark comparative question 	<ol style="list-style-type: none"> 1. Students have 45 minutes to study an unseen text and write this essay and it is worth 30 marks. 2. Students have 50 minutes to complete the essay and it is worth 30 marks.
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<p>3</p> <p>12 weeks</p> <p>60 lessons</p>	<p>Cross-Media Study: Film Industry Students will learn:</p> <ul style="list-style-type: none"> the specific features of independent film; the industry context and concerns surrounding <i>I, Daniel Blake</i>, including the ideologies of Ken Loach; specific economic, technological, production and distribution concerns related to <i>I, Daniel Blake</i>; how to approach short and long answer questions about industry. <p>Cross-Media Products: NEA (done alongside exam text study) Students will learn:</p> <ul style="list-style-type: none"> how to research genre conventions, media language, representations and audiences in response to a specific brief given by the exam board; how to plan, design and make media products; how to manage their own project. 	<p>Magazines: Mainstream and Alternative Media Students will learn:</p> <ul style="list-style-type: none"> about the development of the magazine industry; relevant media theories; the specific industry areas and audiences related to the mainstream magazine set text of <i>Vogue</i>; the genre conventions, narrative and representations within the set edition of <i>Vogue</i> (1965). <p>Cross-Media Products: NEA (done alongside exam text study) Students will learn:</p> <ul style="list-style-type: none"> how to research genre conventions, media language, representations and audiences in response to a specific brief given by the exam board; how to plan, design and make media products; how to manage their own project. 	<p>Students will be set essays at regular intervals in the term as a learning tool to keep improving their skills.</p> <p>There is a summative assessment for the Year 12 in a formal summer examination week beginning 13th June 2022. This includes:</p> <ol style="list-style-type: none"> One full Component 1 examination (Media Products, Industries and Audiences); One reduced Component 2 examination, containing a full Section A: Television in the Global Age, and half of Section B: Magazines - Mainstream and Alternative Media 	<ol style="list-style-type: none"> Students have 2 hours 15 minutes to complete the examination and it is worth 90 marks. Students have 1 hour 20 minutes to complete the reduced examination and it is worth 45 marks.
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