

Long term Plan

Subject: Media Studies

YEAR 13

All Year 13 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. The design sequenced below has been adapted in response to the disrupted learning of students due to the Covid-19 lockdown for the 2022 entry cohort only.

Term	Topic – Teacher 1	Topic – Teacher 2	Assessed work	Additional details
1 7 weeks Approx. 42 lessons	<p>Cross-Media Study: Film Industry 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>Cross-Media Products: NEA (done alongside exam text study) Students will:</p> <ul style="list-style-type: none">complete a first draft of their two cross-media linked products;respond to feedback from the teacher to improve their products;workshop their pieces with their fellow students to get additional feedback.	<p>Magazines: Mainstream and Alternative Media Students will learn:</p> <ul style="list-style-type: none">about the development of the alternative magazine industry;relevant media theories;the specific industry areas and audiences related to the alternative magazine set text of <i>The Big Issue</i>;the genre conventions, narrative and representations within the set edition of <i>The Big Issue</i> (2016, no. 1227).	Students will be set essays at regular intervals in the term as a learning tool to keep improving their skills.	

<p>1b</p> <p>7 weeks</p> <p>Approx. 42 lessons</p>	<p>Students will continue revising the material from Autumn half term 1 until they sit their mock examinations. Study will then continue from the week beginning 22nd November as follows.</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:</p> <ul style="list-style-type: none"> complete their final folder, containing two cross-media linked products and a Statement of Aims. 	<p>Students will continue revising the material from Autumn half term 1 until they sit their mock examinations. Study will then continue from the week beginning 22nd November as follows.</p> <p>Media in the Online Age Students will learn:</p> <ul style="list-style-type: none"> about the development of online media in line with new technologies and platforms; relevant media theories; the specific industry areas and audiences related to the first online set text of <i>Zoella</i>; the genre conventions, narrative and representations within the online texts (YouTube, website, social media) for <i>Zoella</i>; how to write a 15-mark essay on the above set text. 	<p>Mock Exam Fortnight: 8th November 2021</p> <p>Exam 1 Component 1: Media Products, Industries and Audiences 90 marks 2 hours 15 minutes</p> <p>Exam 2 Component 2: Media Products in Depth (reduced paper consisting of Section A: Television in the Global Age and Section B: Magazines – Mainstream and Alternative Media) 60 marks 1 hour 40 minutes</p> <p>NEA deadline: Monday 13th December 2021</p>	
<p>2a</p> <p>7 weeks</p>	<p>Newspaper Industry and Audience Students will learn:</p>	<p>Media in the Online Age Students will learn:</p>	<p>Students will be set essays and creative pieces at regular intervals in the term as</p>	

<p>Approx. 42 lessons</p>	<ul style="list-style-type: none"> the changing nature of the newspaper industry and how audiences access the news; the industry context and concerns surrounding <i>The Times</i> and <i>The Mirror</i>. specific economic, technological, production and distribution concerns related to the newspaper industry; the targeted audiences of <i>The Times</i> and <i>The Mirror</i> and different readings of these texts; how to approach short and long answer questions about industry and audience. 	<ul style="list-style-type: none"> about the development of online media in line with new technologies and platforms; relevant media theories; the specific industry areas and audiences related to the first online set text of <i>Attitude</i>; the genre conventions, narrative and representations within the online texts (YouTube, website, social media) for <i>Attitude</i>; how to write a 15-mark essay on the above set text. 	<p>a learning tool to keep improving their skills.</p>	<ol style="list-style-type: none"> Students have 45 minutes to study an unseen text and write this essay and it is worth 30 marks. Students have 50 minutes to complete the essay and it is worth 30 marks.
<p>2b 5 weeks Approx. 18 lessons</p>	<p>Video Games Industry Students will learn:</p> <ul style="list-style-type: none"> the developing success of the video games industry; the industry context and concerns surrounding the <i>Assassin's Creed</i> franchise and Ubisoft as owners/producers; 	<p>Revision</p> <ul style="list-style-type: none"> students will revise and practise the skills required for Component 2; students will be given the opportunity to reflect on misconceptions from the February mock examination period and respond to teacher feedback to continue making progress. 	<p>Mock Exam Period: February/March 2022</p> <p>A series of classroom-based mock examinations will provide practice for all A Level papers.</p>	

	<ul style="list-style-type: none"> • specific economic, technological, production and distribution concerns related to the video games industry; • the targeted audiences of <i>Assassin's Creed</i> and different readings of these texts; • how to approach short and long answer questions about industry and audience. 		<ol style="list-style-type: none"> 1. Component 1: Media Products, Industries and Audiences 2. Component 2: Media Products in Depth 	<ol style="list-style-type: none"> 1. The exam is 2 hours 15 minutes long and is worth 90 marks; 2. The exam is 2 hours 30 minutes long and is worth 90 marks.
3a 5 weeks Approx. 18 lessons	Revision <ul style="list-style-type: none"> • students will revise and practise the skills required for Component 1; • students will be given the opportunity to reflect on misconceptions from any practice essays and respond to teacher feedback to continue making progress. 	Revision <ul style="list-style-type: none"> • students will revise and practise the skills required for Component 2; • students will be given the opportunity to reflect on misconceptions from any practice essays and respond to teacher feedback to continue making progress. 	<p>Students will be set essays at regular intervals in the term as a learning tool to keep improving their skills.</p> <p>Provisional dates for June examinations:</p> <ol style="list-style-type: none"> 1. Component 1: Friday 27th May (AM) 2. Component 2: Tuesday 7th (PM) 	