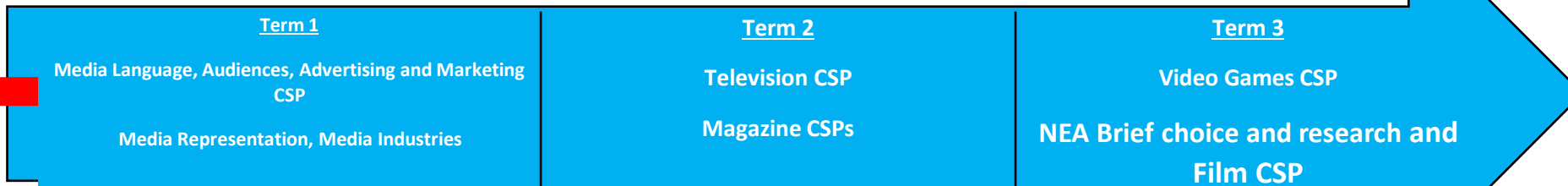




Year 12 A Level Media Studies Curriculum Sequence

Intent: To expose students to a wide array of media texts, allowing them to closely analyse media language, representation, audience, industry and media theories and then synthesise concepts for a variety of creative and analytical purposes. To encourage students to draw together the range of analytical and practical skills in order to research and produce their own media product as well as synthesise concepts and theories from across all four strands of the course to analyse a range of media texts.

<p>Media language, audience, advertising and marketing CSP feeds from:</p> <ul style="list-style-type: none"> ← GCSE prior knowledge for some ← GCSE analytical skills 	<p>Television CSPs feeds from:</p> <ul style="list-style-type: none"> Yr 9, 10 & 11 work on television Yr 9, 10 & 11 work on all four strands of the media framework. 	<p>Video Games CSP feeds from:</p> <ul style="list-style-type: none"> All previous work on CSPs All previous work on theories All previous work on the four areas of the media framework
<p>Teaching Media Language, audience, advertising and marketing CSP here supports:</p> <ul style="list-style-type: none"> Advertising and marketing CSPs Television CSPs Print magazine CSPs and print Newspaper CSPs Video game CSPs Online, social and participatory CSPs Music Video CSPs Radio CSPs 	<p>Television CSPs here supports:</p> <ul style="list-style-type: none"> Prep for A Level exam through study of CSPs Prep for PE 	<p>Teaching video games CSP here supports:</p> <ul style="list-style-type: none"> Prep for A level exam through revision of all CSPs and key theories All four areas of the media framework will be covered Prep for PE
<p>Why teach Media Language, audiences, advertising and marketing CSP? Media language is one of the 4 core strands of the A level course Media Audiences is one of the 4 core strands of the A level course Advertising and marketing CSPs will feature on the final examination and offer shorter texts with a focus on media language and an introduction to some of the concepts of media representation</p>	<p>Why teach Television CSP?</p> <ul style="list-style-type: none"> This is a core CSP which will test students' understanding of the four strands of the media framework at A level. 	<p>Why video games CSP?</p> <ul style="list-style-type: none"> This is a core CSP which will test students' understanding of the four strands of the media framework at A level.



<p>Why teach Media representation, media industries? Media representation is one of the 4 core strands of the A level course Media industries is one of the 4 core strands of the A level course</p>	<p>Why teach Magazine CSPs? Magazine CSPs will look at print and online publications, consider the audience targeting, funding models, representations of groups and ideas as well as presentational conventions. 'Reading' a text beyond the words written and applying audience and narrative theories to texts will be developed and can be applied in other areas. Understanding the increasing impact of technology to forms of communication and industry funding models based on changing audience habits and expectations. This is an in-depth CSP so all four areas of the framework.</p>	<p>Why teach NEA and Film CSP? Students are required to demonstrate the application of knowledge and understanding through their internally assessed NEA piece. The Non-Examined Assessment (coursework) represents 30% of the final grade for the course. Film CSP is the only industry strand focused CSP on the course.</p>
<p>Teaching media representation, media industries and Film CSP here supports:</p> <ul style="list-style-type: none"> Advertising and marketing CSPs Television CSPs Print magazine CSPs and print Newspaper CSPs Video game CSPs Online, social and participatory CSPs Music Video CSPs Radio CSPs 	<p>Teaching Magazine CSPs here supports:</p> <ul style="list-style-type: none"> Revision of media language Revision of media audiences Revision of media industries Revision of media representation 	<p>Teaching NEA and film CSP here supports:</p> <ul style="list-style-type: none"> Student understanding and application of the theoretical framework Industry aspects of the course in particular, this is a very focused CSP
<p>Media representation, media industries and Film CSP feeds from:</p>	<p>Magazine CSP feeds from:</p> <ul style="list-style-type: none"> Year 10 Advertising and Marketing Year 11 Newspaper CSPs 	<p>NEA feeds from:</p> <ul style="list-style-type: none"> All CSPs All 4 areas of the theoretical framework All theories studied throughout the course. All practical tasks set in preparation throughout the course. Advertising and marketing CSP Business Studies students will see more links appearing in the industry focused study of film.