



	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
12	Topic: Introduction to media language (upskilling) and theory / Advertising (Media language and representation) Knowledge and skills • Aesthetics • Semiotics (Barthes) • Introduction to media language • Introduction to A level media theory • Set Text: Tide Advertisement • Advertising techniques • Persuasive language • Set Texts: Super Human advert • Writing comparatively – unseen advert • Feminist Theory • Set Texts: Kiss of the Vampire (film poster) • Wk 8: Mid-term Assessment: Advertising (Comp 1: Section A & B)	Topic: Component 1 – Music video Knowledge and skills • Intro to codes and conventions of the form (incl. Goodwin's theory) • Context (Hurricane Katrina and Police brutality) • Post-colonialism • Postmodernism (Baudrillard, intertextuality) • Set Texts: Beyoncé Formation • Set Texts: Vance Joy – Riptide • Wk 15: Full-term Assessment: Music Video (Comp 1: Section A)	Topic: Component 1 - Film Marketing & Radio (institutions and audiences) Knowledge and skills • Genre – Social realism vs high concept film • Traditional marketing techniques • Contemporary marketing techniques • Regulation • Ownership • Key terminology • Set Texts: IDB vs Black Panther • Set Texts: Have you heard about George's Podcast? • Wk 21: Mid-term Assessment: Film and Marketing/Radio (Comp 1: Section B)	Topic: Component 1 – Newspapers / Gaming Knowledge and skills • Media language • Representation • Audiences and institutions • Contexts (phone-hacking, Leveson etc) • Set Texts: The Daily Mirror • Set Texts: The Times • Set Texts: Assassin's Creed Franchise • Wk 27: Full-term Assessment: Newspapers and Gaming (Comp 1: Section A & B)	Topic: Component 3 NEA Brief Knowledge and skills • Passport to practical skills (upskilling using Adobe Photoshop and Indesign) • Research • Planning • Wk 32: Mid-term Assessment: Research & Planning (Comp 3)	Topic: Component 3 Coursework Knowledge and skills • Students work independently to complete their coursework (30% of overall grade) • Wk 36: EOY Mock Assessments
13	Topic: Component 2: Section A – Black Mirror vs The Returned Knowledge and skills • Genre Theory • Postmodernism • Representation • Social contexts • Global Audiences	Topic: Component 2: Section B – Vogue vs The Big Issue Knowledge and skills • Conventions of the Form • Institutions: Independent vs mainstream • Historical/social context • Gender Representation • Identity	Topic: Component 2: Section C – KSI vs Attitude Knowledge and skills • Codes and conventions of the form (youtubers/websites) • The rise of 'we media' / changes in technology.	Topic: Revision and Exam practice Knowledge and skills • Guided Revision of component 1 set texts		

	• Wk 6: Mid-term Assessment: Television in the Global Age (Comp 2: Section A)	• Wk 14: Full-term Assessment: Magazines (Comp 2: Section B)	• Construction of gender / identity. Mid-term Assessment: Mock Exam (Comp 1 & 2)	Full-term Assessment: Practice paper		
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