



|    | Autumn 1                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 | Autumn 2                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           | Spring 1                                                                                                                                                                                                                                                                                                                                                                                                    | Spring 2                                                                                                                                                                                                                                                                                                                                                                                                       | Summer 1                                                                                                                                                                                                                                                                                        | Summer 2                                                                                                                                                                                                                                                                                                                                                                                    |
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| 10 | <p><b>Topic:</b> Component 1 – Advertising and magazines</p> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>• Historical Context</li> <li>• Advertising codes and conventions</li> <li>• Maslow’s Hierarchy of Needs</li> <li>• ASA regulation</li> </ul> <p>Magazines:</p> <ul style="list-style-type: none"> <li>• Conventions of the form</li> <li>• Context (Malala, Nobel prize, Raheem Stirling and racism in football, Andy Burnham)</li> <li>• Persuasive language</li> <li>• Representation of gender</li> <li>• Uses and Gratifications theory</li> <li>• Set Texts: NHS 111 and Quality Stree</li> <li>• Set Texts: Vogue and GQ magazine.</li> <li>• <b>Wk 6: Mid-term Assessment: Advertising &amp; Magazines (Comp 1: Section A)</b></li> </ul> | <p><b>Topic:</b> Component 2 – Sitcom Comp 1 - Film Marketing – James Bond Posters</p> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>• Genre conventions</li> <li>• Genre theory (Steve Neale)</li> <li>• Media language (how to analyse a scene)</li> <li>• Representation (Hall, Van Zoonen, Alvarado)</li> <li>• Set Texts: Modern Family (ep 2, s8) and Friends (ep1, s1)</li> </ul> <p>Posters:</p> <ul style="list-style-type: none"> <li>• Historical context (Missile Crisis, patriarchy)</li> <li>• Conventions of the form</li> <li>• Male Gaze Theory</li> <li>• Roland Barthes</li> <li>• Set texts: Bond Posters</li> </ul> <p><b>Wk 13: Mid-term Assessment:</b></p> <ul style="list-style-type: none"> <li>• Sitcom (Comp 2: Section A) and film posters (comp 1: section B)</li> </ul> | <p><b>Topic:</b> Component 1 – Video Games</p> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>• Institution/industry – Epic Games</li> <li>• Genres and Formats</li> <li>• Target audiences/contexts</li> <li>• Regulation</li> <li>• Digital service and webpage</li> <li>• Set Text: Fortnite</li> </ul> <p><b>Wk 21: Full-term Assessment: Gaming (Comp 1: Section B)</b></p> | <p><b>Topic:</b> Component 1 – Radio: Desert Island Discs/BBC</p> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>• Scheduling on BBC Radio</li> <li>• Public service broadcasting vs commercial</li> <li>• Target audiences</li> <li>• Digital service and webpage</li> <li>• Set Text: The Archers</li> </ul> <p><b>Wk 27: Full-term Assessment: Radio (Comp 1: Section B)</b></p> | <p><b>Topic:</b> Component 3 NEA Briefs</p> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>• Passport to practical skills</li> <li>• Research</li> <li>• Production Planning</li> </ul> <p>• <b>Wk 32: Mid-term Assessment: Research &amp; Planning (Comp 3)</b></p> | <p><b>Topic:</b> Component 3 Coursework</p> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>• Student s work independently to complete their coursework (30% of overall grade)</li> <li>• Practical Skills using camera equipment and editing software (Adobe Photoshop or Premier)</li> <li>• <b>Wk 35: Full-term Assessment: Production (Comp 3)</b></li> </ul> |
| 11 | <p><b>Topic:</b> Component 2 – Music Video</p> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>• Conventions of the form</li> <li>• Goodwin’s theory</li> <li>• Social/historical context context</li> <li>• Set Texts:: Taylor Swift’s ‘The Man’, Stormzy’s ‘Superheroes’ and Duran Duran’s ‘Rio’</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                  | <p><b>Topic:</b> Component 1 – Newspapers &amp; Mock Prep</p> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>• Conventions of the form</li> <li>• Context (xenophobia, immigration, asylum seekers)</li> <li>• Political bias</li> <li>• Gultang and Ruge News Values</li> <li>• Set texts: The Sun and The Guardian</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | <p><b>Topic:</b> Advertising, Revision and Exam Practice</p> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>• Improvements to Component 3</li> <li>• Guided Revision</li> <li>• Media Language</li> <li>• Contexts</li> <li>• Theory</li> <li>• Set Text: This Girl Can &amp; Quality Street</li> </ul>                                                                          | <p><b>Topic:</b> Exam Preparation and Revision</p> <p><b>Knowledge and skills</b></p> <ul style="list-style-type: none"> <li>• Guided revision of set texts for component 1</li> <li>• Magazines</li> <li>• Newspapers</li> <li>• Film Marketing</li> <li>• Advertising</li> </ul>                                                                                                                             |                                                                                                                                                                                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                             |

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|  | <ul style="list-style-type: none"><li>• <b>Wk 7:</b> Mid-term Assessment: Music Video (Comp 2: Section B)</li></ul> | <ul style="list-style-type: none"><li>• <b>Wk 11-12:</b> Full-term Assessment: Newspapers (Comp 1: Section A &amp; B) - Mock Exam (Comp 1 &amp; 2)</li></ul> | Mid-term Assessment:: Practice paper & NEA Grades |  |  |  |
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