

Year 12 Media

The Year 12 curriculum starts with an introduction to media where students become familiarised with the media theoretical framework, applying this to a range of media texts, industries, representations, and audiences. This takes a holistic approach, where students develop the knowledge and skills to be able to make links between all areas of the media. Practical production practice is interlinked with theoretical knowledge and understanding.

Methods of deepening and securing knowledge:	
Spaced practice	Students study all parts of the theoretical framework and this is repeated throughout the course.
Retrieval practice	Quizizz.com is used as starters to revisit different topics not currently being studied.
Elaboration	Students conduct a number of in-depth case studies on media texts, forms, and industries. Theories are also studied in depth.
Interleaving	Students study the theoretical framework and this is revisited in every lesson.
Concrete examples	Case studies are studied throughout the two years.
Dual coding	This happens as part of normal teaching.

	Autumn term 1	Autumn term 2	Spring term 1	Spring term 2	Summer term 1	Summer term 2
Topic(s)	<p>Media Industries</p> <ul style="list-style-type: none"> - Overview of the history of the media and institutions: - Offline and Online - The development of digital media and its impact on media industries - Introduction to the Mass Media and institutional power; distribution and evolving media platforms <p>Audience</p> <ul style="list-style-type: none"> - Introduction to different types of audiences, how audiences are categorized and what the different audience types for different media texts might be - Introduction to audience effects: what the media does to us, what we do with the media 		<p>PAPER 1 – MEDIA MESSAGES – SECTION A – Newspapers continued</p> <ul style="list-style-type: none"> - Online news - The Guardian - The Big Issue - <i>AS Text: Daily Mirror</i> - <i>AS Text: Daily Telegraph</i> - A range of other online newspapers <p>Making comparisons – students should make comparisons of representation across different forms of media</p> <p>PAPER 1 – MEDIA MESSAGES – SECTION B – Media Language and Representations A resource pack for this unit is provided by OCR and should be used</p> <ul style="list-style-type: none"> - Unit Key areas of theoretical framework: 		<p>NEA Preparation</p> <p>Set up blogs for RandP</p> <p>OPTION 1 – PRINT and ONLINE</p> <ul style="list-style-type: none"> - Print Practical remake -magazine – research into magazine industry: - Media language – including forms and conventions - Representation - Audience - Media industries - Print practical <p>OPTION 2 – MUSIC VIDEO and ONLINE</p> <p>Moving Image Practical remake – music video – research into music video industry</p>	

	<p>Practical media:</p> <ul style="list-style-type: none"> - Introduction to the brief (magazine/newspaper website) - Introduction to media equipment - Developing creative ideas - Website layouts - Photography - Editing - Setting up student websites (for student work) <p>Media Language</p> <ul style="list-style-type: none"> - Constructed forms – introduction to understanding constructed media through analysis of three different forms chosen by the teacher - Textual analysis – analysing a range of different media forms <p>Practical media:</p> <ul style="list-style-type: none"> - Researching a print production piece (magazine front page) - Planning a production piece - Photographing - Editing - Constructing - Evaluating the production <p>Representation Theory:</p> <ul style="list-style-type: none"> - Introduction to stereotypes, beliefs and values. Introduction of the terms representation, identity, ideology and notions of social power 	<ul style="list-style-type: none"> - Media Language - Media Representations - Media Contexts - Texts of study: - Advertising and marketing - Music Video - NEA Practice – Non-Assessed Practical - Production - Moving image media – Documentary produce a short (2-5 minute) - Documentary targeting a specific audience - Evaluation of practical tasks - Students should analyse their own products in terms of: - Media language - Representation - Audience - Media industries - They should conduct some audience research and feedback and make comparisons between the three forms of media 	<ul style="list-style-type: none"> - Media language – including forms and conventions - Representation - Audience - Media industries - Moving image practical remake – music video <p>Online practical remake</p> <ul style="list-style-type: none"> - magazine/music video website – research into online media: - Media language – including forms and conventions - Representation - Audience - Introduce the pitch requirements for the first weeks of Year 2 - Start creating evidence trail
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	<p>Analysis:</p> <ul style="list-style-type: none"> - Textual analysis of the representation of different groups e.g. gender, age, compare and contrast representations provided, identify stereotypes, values and beliefs <p>PAPER 1 – MEDIA MESSAGES – SECTION A – Newspapers</p> <ul style="list-style-type: none"> - Unit key areas of theoretical framework: <ul style="list-style-type: none"> - Media Language - Media representations – including constructed identities and stereotypes - Media Industries - including impact of ownership on representation - Media audiences - Media contexts - Texts of study: <ul style="list-style-type: none"> - Newspaper case studies: <ul style="list-style-type: none"> - A range of other broadsheet and tabloid newspapers - NEA Practice – Non-Assessed Practical Production <ul style="list-style-type: none"> - Print-based media - magazines - Work in small groups (pairs or threes) to produce either a three editions of the same magazine, which represents a chosen group of people in a particular way - Online/social participatory media – social network or website 				
Assessment	Analysis – Big Issue cover analysis essay	Analysis – advertising campaign essay	Paper 1 essays on theory, newspaper language, and representation	Paper 1 essay on advertising and marketing and Big Issue	NEA initial research, planning and preparation

	Practical production – magazine front page	Practical production – magazine and website			
CEIAG (<i>Careers that are linked to that topic</i>)	<ul style="list-style-type: none"> - Photographer - Business manager - Journalist - Web designer - Careers in the media 		<ul style="list-style-type: none"> - Marketing executive - Documentary filmmaker - Journalist - Graphic designer - Page designer - Careers in the media 		<ul style="list-style-type: none"> - Web designer - Music video director - Camera operative - Journalist - Researcher

Homework:

Students are set home work every lesson. This ranges from essays, to research, revision, planning, and production work.