

Subject: Media**Qualification: A level****Course overview**

Students will study the four key concepts in media and apply them to a range of different media texts including film, TV, radio, print and online media. Students will also study a range of theoretical approaches including postmodernism, narrative theory, social theory and various gender and post colonial approaches to the world of media. The course offers students the opportunity to plan and produce short media texts including film and online texts. It consists of three components, two of which are exam based and the other based upon the principles of production.

How will this course be assessed?

Grades A*-E awarded. Assessments comprise of two externally assessed examinations equating to 70% of the overall Grade. The third component is internally assessed and externally moderated with a specific brief for students to follow.

Paper 1: Investigating the Media (35%)

Paper 2: Media Forms and Products in depth (35%)

NEA 3: Coursework - Respond to a production brief (30%)

Where will A level media lead to?

Completion of this qualification will give between 16 and 56 UCAS points, to gain entry onto a degree course or entry into the workplace. Media studies can lead to further study and careers including media – related careers, publishing, advertising and PR.

Case Study

Year Group and Term	Subject Knowledge	Assessment	Curriculum/CIAG Links
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<p>Year 12 Term 1</p>	<p>Component 2: TV Crime Drama (Paper 2) Life on Mars – Set text focus Key Concepts covered (language, representation, audience and industry). Theory: Hall, Neale, Todorov, Baudrillard covered Students to explore ‘Life on Mars’ and apply a range of theories and key concepts</p>	<p>An exam-style response on media language (15 marks)</p>	<p>As an introductory unit this links to a wide range of key concepts and provides a base in which students can apply their knowledge to other texts in upcoming terms CIAG: TV industry/production methods</p>
<p>Year 12 Term 2</p>	<p>Component 1 (Paper 1b) Black Panther/I, Daniel Blake – Set text focus Key Concepts covered (Representation, context, industry). Theory: Curran and Seaton Hesmondhalgh Livingston and Lunt, Gilroy Students to explore both films texts in relation to film industry, context and representation</p>	<p>An exam-style response on representation and industry (30-mark question)</p>	<p>This unit this links both allows students to apply key concepts and theories to another set of moving image texts and develop ideas on industry. These ideas and concepts to be applied and revisited throughout the course CIAG: Film industry/post-production marketing and distribution. Organisational structures in film</p>
<p>Year 12 Term 3</p>	<p>Component 2 (Paper 2) Online Media Zoella Key Concepts covered (language, representation, audience, and industry). Theory consolidation: Hall, Neale, Todorov, Baudrillard, Butler, van Zoonen, Hesmondhalgh</p>	<p>An exam-style response on audience (30-mark question)</p>	<p>CIAG: Online marketing and promotion. Zoella as an online entrepreneur</p>

	<p>Theory: Curran, Livingstone & Lunt</p> <p>Students explore online media and the impact technology has had on the production and consumption of media</p> <p>This topic next allows students to focus and consolidate on all key concepts and apply same and new theories to different sectors within the media/course</p>		
Year 12 Term 4	<p>Comp 1a: Media Language and audience (print promotion and advertisements)</p> <p>Key concepts covered (Language, representation, audience)</p> <p>Theory consolidation: Hall, Neale, Todorov, Baudrillard, Butler, van Zoonen, Hesmondhalgh</p> <p>Theory: Gilroy, Students to explore a range of print texts and apply a range of theories and key concepts</p>	<p>An exam-style response on language and representation (30-mark question)</p>	<p>CIAG: Marketing industry covered. Structures of the industry</p>
Year 12 Term 5	<p>Comp 1a and b: Newspapers (The Times and The Mirror)</p> <p>Key concepts covered (Language, representation, audience, industry)</p> <p>Theory consolidation: Hall, Neale, Todorov, Baudrillard, Butler, van Zoonen, Hesmondhalgh</p>	<p>Stepped questions based on a range of question types. (20 marks)</p>	<p>CIAG: Newspaper industry covered. Structures of the industry</p>

	Theory: Gilroy, Students to explore 'The Times' and 'The Mirror' and apply a range of theories and key concepts.		
Year 12 Term 6	<p>NEA (Coursework Unit) Students to receive their NEA brief and select a coursework project to complete. Course will contain production tasks that include:</p> <ul style="list-style-type: none"> • DVD cover design • Poster design • Website design • Produce a short moving image text Promote a new film/TV show in response to brief	Completion of NEA coursework	CIAG: Director, producer, graphic design, webs design
Year 13 Term 1	<p>Music video (Comp 1a and b) Key concepts covered (Language, representation, audience, industry) Theory consolidation: Hall, Neale, Todorov, Baudrillard, Butler, van Zoonen, Hesmondhalgh, Gilroy, U&G. Students to explore 'Riptide' and 'Formation' and apply a range of theories and key concepts</p>	An exam-style response on language and representation (15-mark questions)	CIAG: Director, producer
Year 13 Term 2	<p>Component 2 (Paper 2) Mainstream and Alternative Magazines</p>	An exam-style response on audience and industry (Two 15-mark questions)	CIAG: picture editor, magazine editor

	<p>Key Concepts covered (language, representation, audience, and industry) Theory consolidation: Hall, Neale, Todorov, Baudrillard, Butler, van Zoonen, Hesmondhalgh Theory: Curran, Gauntlett, Livingstone and Lunt Students to explore 'Vogue' and 'The Big Issue' and apply a range of theories and key concepts</p>		
Year 13 Term 3	<p>Component 2: TV Crime Drama (Paper 2) The Bridge – Set text focus Key Concepts covered (language, representation, audience, and industry) Theory: Hall, Neale, Todorov, Baudrillard covered Students to explore 'The Bridge' and apply a range of theories and key concepts</p>	<p>An exam-style response on representation and language (Two 15-mark questions)</p>	<p>CIAG: Director, producer, film finance, TV promotion</p>
Year 13 Term 4	<p>Exam preparation Students to complete focused exam-response lessons in the build-up to the final exam. Students to explore different question types, key vocabulary and structures to use for each question. SOW to consolidate understanding and develop and stretch on prior knowledge</p>	<p>Range of question types/mini mocks</p>	
Year 13 Term 5	<p>Exam preparation</p>	<p>Exams</p>	

	Students to complete focused exam-response lessons in the build-up the final exam. Students to explore different question types, key vocabulary and structures to use for each question. SOW to consolidate understanding and develop and stretch on prior knowledge		
Year 13 Term 6	N/A	N/A	N/A

For further information on this course please contact:	Robertwilson@universityofkentacademiestrust.org.uk Head of Media Studies and ICT
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