



# MEDIA CURRICULUM JOURNEY

## FURTHER STUDY

A level Media Studies  
University – Media and Creative Design Production

## CAREER PATHS

Journalism, Writer, Education, Marketing, Researcher, Editorial, Publishing, Media Production

## SKILLS

Critical analysis, interpretation, evaluation, creative media design production

Assessment: 12 mark extended writing (in essay format) on 'how crime dramas are aimed at a range of audiences with reference to theory' (referring specifically to the text studied).

Assessment: 12 mark extended writing (in essay format) 'How far are the (mise en scene element) in this extract typical of the genre?' (referring specifically to the text studied). Explore examples from the extract to support your points.

### Revision and Examination Practice

- review the key media concepts learnt over the course
- explain the key textual features for each of the areas of study over the course
- analyse and apply a range of theories to each of the areas of study across the course

### Television Crime Drama

- explain how narratives are constructed through camerawork, sound and editing
- analyse how different representations have been constructed and their associated meanings
- explain the influence of context on production and reception
- analyse how television production positions audiences
- apply theories of genre to television

Assessment: 12 mark extended response – how does a music video help to develop a relationship between a brand and its audience?

12 mark extended response – how does the music video help to challenge or reinforce accepted representations of (gender, ethnicity, youth...)?

Assessment: 9 mark response – how does the social media platform of ... develop an effective funding model?  
20 mark extended response – what are the challenges of effectively regulating online social media platforms?

Assessments: November Mock exams:  
Complete paper 1 and section B of paper 2  
Component 1 Paper 1  
Newspapers, Video Games, Advertising, Film posters  
Component 2 Paper 2  
Music Videos

### Music Videos and Radio

- Explain media production practices for radio and music video
- Convergence
- Apply audience theories
- Recognise audience demographics
- Explain the influences of ownership on the UK radio industry
- Understand the narratives within the set texts

### Online Social Media and Magazines

- Theoretical perspectives - gender and ethnicity
- Narrative theories
- The influence of
- The influence of audience consumption in these industries
- Regulations and controls

### Creative Media Production

- Develop a detailed plan and mock up for a creative media production in the form of a magazine front cover and double page spread

### Music Videos and Industry

- explain how narratives are constructed through camerawork, sound and editing
- understand the differences between mainstream and independent music video production
- analyse how different representations have been constructed and their associated meanings
- apply a range of narrative theories to the set music video texts
- explain the influence of context on production and reception

YEAR 11

Assessment: 10 marks extended response – explain how your media product will meet its stated aims and objectives (paying particularly close attention to the uses of media language and representations).

Assessment 1: Extended writing (in essay format) 'How is gender represented' (referring specifically to the text studied).  
Assessment 2: Extended writing (in essay format) on 'How do music videos reflect the contexts or influence in which they are made' (referring specifically to the text studied). Opportunities for learners to re-draft and develop writing following feedback.

### Film Industry

- Features of mainstream films and how they target a global audience
- The influence of Hollywood and the blockbuster production model
- Processes of production, distribution and exhibition
- The influence of ownership on mainstream and independent films

### Advertising & Marketing Introduction to Media

- The different purposes of marketing and advertising
- Identifying a range of media features in print-based and audio-visual media texts
- Explaining the function of media features in texts
- Recognise common narratives and how they have been constructed
- Recognising genre conventions
- Explaining features in a media text
- Understanding common codes (lighting, costume, colour)
- Understand common representations
- Explaining the purpose and the effects of stereotyping

YEAR 10

Assessment: 12 mark extended response – analyse the (film) extract to show how the narrative is structured

Assessment: 6 mark response – explain the ways in which advertisements persuade consumers to buy their products.  
6 mark response – explain how media producers target their audiences in the advertising industry  
12 marks – how did social and cultural contexts influence the way people understood advertisements in the 1950s?

Assessment: 12 mark extended written response – analyse the front cover of..... to how its design and layout communicate meanings.

12 mark extended response – explain how camerawork, sound and editing in the extract..... makes meanings.

### MEDIA SKILL

Textual analysis

### MEDIA SKILL

Evaluating and interpreting meanings in media texts

### MEDIA SKILL

Developing sophisticated essay writing skills

### MEDIA SKILL

Image editing and manipulation; creative design and production



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## FURTHER STUDY

## CAREER PATHS

## SKILLS

University study of media

Media industries – film, television, advertising, journalism, production and design

Critical analysis, interpretation, evaluation, media design and production

Assessment: a series of timed questions on Component 1 and 2 covering all topics and questions and across all the mark ranges.

Assessments: evaluate a theoretical reading and apply to the both set texts in the online industry. Magazines (30 marks) - evaluate a theoretical reading and apply to the both set texts in the magazine industry.

### Revision and Practice

- Application and evaluation of theories
- Comparison of industry influences
- Industry contexts
- Key media concepts
- Ideological and theoretical perspectives

### Online Media Magazines

- Analysis of representations and narratives
- Audience demographics
- Ideological perspectives
- New media technologies
- Regulation and controls

### Online Media Magazines

- National and global context of the online media industry
- Mass and specialised audiences
- Magazine genres and conventions
- Changing magazine audiences
- Convergence

### Television Component 1 Revision

- National television industry context
- Television ownership and distribution
- Influence of technology and ownership
- Context analysis
- Convergence

Assessment: Radio (15 marks) – evaluate the impact of changing technologies in the industry.

Assessment: Video Games (15 marks) – evaluate the effectiveness of regulation in the industry.

Assessment: Film (30 marks) comparison of one set text with an unseen. Film (15 marks) evaluate the influence of ownership on production, distribution and exhibition.

### Creative Media Productions and Radio

- conventions of media production (genre conventions)
- Introduction to Photoshop – skills development
- Production planning and design
- Context of radio in the UK
- Commercial and public sector radio
- (New) technologies and radio

### Creative Media Productions and Video Games

- New technologies and the video games industry
- They dynamic of audience
- Regulation
- Gender representation
- Post-feminism
- Audience

### Creative Productions and Film

- Mainstream and independent film
- Genre conventions
- Audience
- Ownership
- Production, distribution and exhibition

### Creative Productions Television

- Evaluate how meanings are encoded in creative productions
- Textual analysis of television text sequences – particularly representations

YEAR 13

Assessment: creative media production (60 marks); evaluate a theoretical reading and apply to British television industry and the set text (30 marks)

Assessment: evaluate a theoretical reading and apply to foreign television industry and the set text (30 marks)

### Newspapers and Marketing

- the effects of ownership
- Analysing representations and effects
- Function and effect of regulation
- Purposes and context of newspapers
- Set text analysis
- Hegemony

### Music Videos and Marketing

- Purposes of marketing
- Audience positioning, gender representations and genre
- Post-modernism and post-feminism
- The influence of context(s) on texts

### Media Language, Concepts and Theories

- Introduction to media concepts of narrative, representation, audience, genre and ideology
- Theories of representation and audience
- Media terminology
- Skills in textual analysis

YEAR 12

Assessment: Newspapers – Section A - (30 marks) comparison with unseen text Newspapers (15 marks) – Section B - the influence of ownership Marketing (15 marks) – how has context influenced production and consumption?

Assessment: Music videos assessment (30 marks) - comparison of one set text with an unseen. Focus on representations Marketing (15 marks) how are audiences 'positioned'?

Assessment: Baseline assessment (15 marks) - how is media language used to communicate meanings and ideological perspectives in 2 unseen print-based texts.

### MEDIA SKILL

Textual Analysis

### MEDIA SKILL

Evaluation and Interpretation

### MEDIA SKILL

Apply theories

### MEDIA SKILL

Creative media productions