

Curriculum Design 2023-24

MEDIA							
		Term1		Term2		Term3	
		Term 1.1	Term 1.2	Term 2.1	Term 2.2	Term 3.1	Term 3.2
10	Theme						
	Concept	Media Language	Media Language	Media Representation	Media Representation	Media Audience	Media Audience
	Skills Knowledge	Semiotics Denotation & Connotation Polysemic & Anchorage - Semiotics Convention - Magazine Front Covers Mise-En-Scene - Shots and Framing Mise-En-Scene - Diegetic/Non-Diegetic Sound Mise-En-Scene - Setting, Costume and Lighting Todorov Narrative - Patterns Propp Todorov Narrative - Style Todorov Narrative - Theory Binary Opposition Levi Strauss	Textual Analysis Values and Beliefs Selection & Anchorage - Glamour and Heat Celebrity - Heat Gossip Magazines Audience Values Representation Celebrity - Star Theory - Beyoncé Celebrity - Hepburn & Galaxy Intertextuality - Hepburn & Galaxy Celebrity - Hepburn Language, Representation and Context - OMO Representation & Gender - OMO Audience - Gerbner & Hall - OMO	Representation - Magazine Front Covers Mediations - Selections - Silverstone - Lohan & Winehouse Effects Debate - Covergirl Effects Debate - Pretty Little Liars & Tabloids Barthes Explicit & Implicit Advertising Shot Selection & Ordering Effects Debate - Stereotypes Gender Stereotypes - Arthur Men's Health Mediated Representations Newspapers Narrative Structure Newspapers Ethnicity & Nationality Impact of Representations Propp	Language, Representation and Context - Tatler Representation Stereotypes -Tatler Language, Representation and Context - Reveal Language and Representation - NHS Campaign Anchorage and Intertextuality - Lady Leshurr Mainstream v Independent Media Forms: I, Daniel Blake Black Widow Radio 1 Breakfast Show Kiss Radio	Measuring Audience - Global, Mass, National & Niche Audience Identity - Demographics - Ethnography - Psychographics Profiling - Ethnographic - Psychographic - Blumler & Katz Effects Debate - Hypodermic Needle - Cultivation Theory Gerbner & Gross Two-Step Flow - Young & Rubicam - Lazarsfeld Influencers Imaginary Entities Uses & Gratification Model - Blumler & Katz - Hall Uses & Gratification Model Reception Theory - Hall - Fragmented Audience – Consumption Moral Panics - Cohen's Model Media Today - Prosumers - The Third Wave	Media Language - Brand – Marcus Rashford Media Audience and Representation – Gender Influencer - Two-Step Flow - Lazarsfeld & Katz Identity - Blumler & Katz Hyper-Reality - Baudrillard - Kim Kardashian Representation - Gender Audience - Identity - Gaming Apps - Kim Kardashian Industry - Mobile Apps - Fandom - Jenkins Representation - Lara Croft Go Audience - Lara Croft Go Industry and Regulation Also Introduce NEA Briefs and Preparation/Research Tasks Completed
	Wider Curriculum						
11	Theme						
	Concept	Media Industry	Media Industry	Final CSP NEA	NEA		
	Skills Knowledge	Defining Institutions - Disney and Film Convergence, Synergy & Globalisation Expanding Institutions - Horizontal & Vertical Integration Subscription, Licence & Advertising TV Institutions BBC, Channel 4, Satellite & Cable Context & Consumption Institutions – Scheduling Print Institutions - Analysing Tabloids & Broadsheets Film Institutions - Hollywood Convergence Neale - Genre - Serial TV Drama Ownership – Gatekeeping News Film, Print & Online Who's show is it anyway?	Language - The Daily Mirror Representation - The Daily Mirror Audience - The Daily Mirror Industry & Contexts Language - The Times Representation - The Times Audience - The Times Newspapers Creating Success in the Exam Arctic Monkeys Audience Arctic Monkeys Industry & Contexts Arctic Monkeys Audience – Black Pink Industry & Research Black Pink Music Video Tasks - Arctic Monkeys & Black Pink	Language <i>Television - Dr Who/His Dark Materials</i> Representation & Audience Propp - <i>Dr Who/ His Dark Materials</i> Industry & Contexts - Conventions & Representation - Science Fiction Genre - <i>Dr Who/ His Dark Materials</i> Audience TV Forms - Social & Industry Contexts - Blumler & Katz - Character tropes - <i>Dr Who/ His Dark Materials</i> NEA Production: Final Editing/Composition Presentation Evaluation	NEA Production: Final Editing/Composition Presentation Evaluation.	Exam Preparation and Revision	COMPLETION OF COURSE
	Wider Curriculum						