

Curriculum Design 2024-25

MEDIA							
		Term1		Term2		Term3	
		Term 1.1	Term 1.2	Term 2.1	Term 2.2	Term 3.1	Term 3.2
12	Theme						
	Concept	Media Language	Media Language	Media Language	Media Language	Media Audience	Media Audience
	Skills Knowledge	Study of Semiotic: Barthes, Saussure, Pierce and Levi Strauss. Myth and Hyperreality. Narrative Theory: Todorov, Propp and Barthes Media Language: Conventions, Mise-en-Scene and Star Theory <i>Unit 7 Core Lessons</i>	Applying Theoretical models. Media Representation Tide Compassion Fatigue WaterAid Music Videos: Formation and Riptide Representation and Ideologies - The Daily Mirror and The Times <i>Unit 7 CSP Lessons</i>	Introducing Representation Mediation-Newspaper Analysis Gender Tropes: Butler and Mulvey. Queer Theory. Third Wave Feminism. Hegemony: Gramsci Stereotypes & Countertypes: Gilroy – Tomb Raider <i>Unit 8 Core Lessons</i>	Applying Theoretical models. Audience: Tide and Paralympics Audience and Institutions: The Daily Mirror & The Times Clay Shirky Assassins Creed Franchise Film Industry: Black Panther & I, Daniel Blake <i>Unit 8 CSP Lessons</i>	Audience Theory: What is audience and profiling the audience • Effects model • Two step flow • Uses and gratifications • Death of audience <i>Unit 9 Core Lessons</i>	Magazines – Woman & Ad busters Mainstream and alternative • Ideology • Magazine conventions • Mode of address • Advertising <i>Unit 9 CSP Lessons</i> NEA Introduction Plan initial ideas and decisions Present & deliver the brief presentation
Wider Curriculum							
13	Theme						
	Concept	Media Industry	Media Industry	Media Industry	Media Industry	Media Industry	
	Skills Knowledge	Defining Institutions Curran & Seaton Ownership in the Digital Age Funding – Sponsorship & Placement. Convergence. Schedules: Stripping/Stacking Print: Agenda Setting Genre - TV Drama Dominant Hegemony & Gatekeeping Regulation: Ofcom/Ratings <i>Unit 10 Core Lessons</i> <i>Statement of Aims & NEA Production</i>	Rise of the Vlogger Genre & Analysis Media Representation Zoella Media Language Zoella Influencers Audience Zoella Mode of Address Ideology in Online Products Online Sit Analysis – Attitude Adverts – Cultural Context Audience Issues. <i>Unit 10 CSP</i> <i>NEA Production</i>	TV Conventions - Genre Analysis - Ripper Street Exemplar - Neale - Repetition & Difference - Hybridity - Life on Mars - The Bridge Language - Narrative - Genre - Long Form TV - Documentaries Language - Structuralism - Post-Modernism - Representation & Identity - Hall - Gauntlett - Buckingham Identities - Van Zoonen - Gender - bell hooks - Butler - Gilroy - Ethnicity - Post-Modernism - Baudrillard - Levi-Strauss Life on Mars & The Bridge Institutional Issues - Platforms - Broadcasting – Hesmondhalgh Audience - Blumler & Katz - Uses & Gratifications Verisimilitude/Modality Long Form Television Drama - Industry Contexts - Audience – Technology <i>NEA Production</i>	NEA Production: Final Editing/Composition Presentation Evaluation <i>NEA Production</i>	Exam Preparation and Revision	COMPLETION OF COURSE
	Wider Curriculum						