

Curriculum Design 2026-27

MEDIA							
		Term1		Term2		Term3	
		Term 1.1	Term 1.2	Term 2.1	Term 2.2	Term 3.1	Term 3.2
10	Theme	Media Language	Media Language	Media Representation	Media Representation	Media Representation	NEA Coursework
	Concept	Media Audience	Media Audience	Media Audience	Media Audience	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 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	Textual Analysis Values and Beliefs Selection & Anchorage - Glamour and Heat Celebrity - Heat Gossip Magazines Audience Values Representation Celebrity - Star Theory - Beckham Celebrity - Hepburn & Galaxy Intertextuality - Hepburn & Galaxy Celebrity – Hepburn Language, Representation and Context - OMO Representation & Gender - OMO Audience - Gerbner & Hall – OMO 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	Representation - Magazine Front Covers Mediations - Selections - Silverstone - Lohan & Winehouse Effects Debate - Covergirl Effects Debate - Tabloids Barthes Explicit & Implicit Advertising Media Language - Brand – Marcus Rashford Media Audience and Representation – Gender	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 Influencer - Two-Step Flow - Lazarsfeld & Katz Identity - Blumler & Katz Hyper-Reality - Baudrillard - Black Pink The Game – Lara Croft GO Representation - Lara Croft Go Audience - Lara Croft Go Industry and Regulation	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 FM Radio Representation - Gender Audience - Identity - Gaming Apps - Black Pink The Game Industry - Mobile Apps - Fandom - Jenkins	Introduce NEA Briefs and Preparation/Research Tasks Completed Introduction to NEA Coursework - Identify a briefs - Create a plan Representation – Music Videos Arctic Monkeys - IBYLGONTDF Black Pink - How You Like That Andrew Goodwin Steve Neale Blumler and Katz Organic/Manufactured
	Wider Curriculum						
11	Theme	Media Industry	Media Industry	Final CSP NEA	NEA		
	Concept						
	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						