

Year 12 Media Studies

Subject and Year Group	Autumn	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Y12 Media Studies	Year 13	Year 13	Year 13	Year 13	Year 13	Year 13
Topic/Unit to be studied	<p>TV CSPs 'The Missing'</p> <p>Audience theory</p> <p>Newspapers 'The Daily Mail'</p> <p>The I</p> <p>NEA prep: Christmas adverts</p>		<p>Beauty adverts</p> <p>NEA – print adverts</p> <p>Maybelline – CSP</p> <p>History of advertising</p> <p>Score – CSP – historical text</p> <p>Men's Health Magazine - representation and industry.</p> <p>Radio – War of the worlds.</p>		<p>Oh Comely magazine</p> <p>Radio newsbeat</p> <p>Blinded by the light – film marketing</p> <p>Introduction to NEA briefs</p> <p>Independent research in to video games.</p>	
Core Knowledge and skills	<p>Mise en scene</p> <p>Representation</p> <p>Stereotyping</p> <p>Basic camera angles and editing</p> <p>Genre</p> <p>Narrative – Todorov/Strauss</p> <p>Audience theory – hypodermic syringe, reception theory, two step flow, opinion leaders</p> <p>Bandura</p>		<p>Mulvey – male gaze</p> <p>Van Zoonen – feminist theory</p> <p>bell hooks – intersectionality</p> <p>Butler – gender trouble</p> <p>Baudrillard - post modernism</p> <p>Hesmondhalgh</p> <p>Fake news</p> <p>Revisit skills from Autumn term to embed.</p>		<p>Consolidate:-</p> <p>Semiotics</p> <p>Feminist theory</p> <p>Industry theory</p> <p>Audience theory – Shirky 'end of audience'</p> <p>Gender theory</p>	

	<p>Gerbner's cultivation theory</p> <p>Hall's Reception theory</p> <p>Uses and gratifications</p> <p>Left/right wing political views</p> <p>Gramsci and hegemony</p> <p>Moral panics – Stanley Cohen 'Folk devils'</p> <p>Barthes Semiotics</p> <p>Peirce - theory of signs</p> <p>Propp – character types</p> <p>Neale – genre theory</p> <p>Curran and Seaton – industry</p> <p>Livingstone and Lunt</p> <p>Hesmondhalgh</p>		
<p>Assessment</p>	<ul style="list-style-type: none"> • How are images used in newspapers to encode a dominant reading and anchor meaning? • Mise en scene and semiotic analysis - Nordic Noir trailer • How does the I newspaper engage with its target audience? • The Missing – How valid is cultivation theory? 	<ul style="list-style-type: none"> • Exam question - Unseen advert – semiotic analysis linked to 'Boss Life' • Exam Question – Score • Exam question – Men's Health • Exam Question - War of the Worlds. 	<ul style="list-style-type: none"> • Exam question – unseen • Exam Question 'Blinded by the light' - marketing. • End of year exam – revise – unseen, semiotics, representation of gender, gender as a performance, radio and context, production and distribution of independent film.