

<b>Curriculum Map</b>	<b>Subject</b>	Media Studies	<b>Year</b>	11
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Unit	Summary	Skills	Assessment	British Values and SMSC	Career links	Cross-curricular links
Term 1.1	<ul style="list-style-type: none"> <li>• Induction – revision of Year One, introduction to Year Two work</li> <li>• Component One Section B: Video Games Introduction &amp; overview of <i>Fortnite</i></li> <li>• Industry &amp; <i>Fortnite</i></li> <li>• Audience and <i>Fortnite</i></li> <li>• Component Two Section B: Music video &amp; online media: overview of topic &amp; music industry</li> <li>• Analysis of contemporary video 1 (Taylor Swift or Katy Perry) – ML &amp; rep (gender)</li> <li>• Contexts of contemporary music videos, audience response</li> </ul>	<ul style="list-style-type: none"> <li>• Analysis</li> <li>• Comparative analysis</li> <li>• Practical design</li> <li>• Extended Writing</li> <li>• Deconstruction of codes and conventions across a variety of products</li> </ul>	<ul style="list-style-type: none"> <li>• Analysis of codes and convention from set texts</li> <li>• Comparative analysis</li> </ul>	<ul style="list-style-type: none"> <li>• discussion of representations of gender, youth, nation and ethnicity through the study of music videos.</li> <li>• Discussions around violence in video games through the study of <i>Fortnite</i></li> </ul>	<ul style="list-style-type: none"> <li>• Game design</li> <li>• Music Industry</li> </ul>	Media studies skills correlate strongly with language analysis skills in English. So too are the skills from graphic design, art and design technology utilised through the creation of products.
Term 1.2	<ul style="list-style-type: none"> <li>• Analysis of contemporary video 2 (Bruno Mars or Pharrell Williams) – ML &amp; rep (ethnicity)</li> <li>• Analysis of older music video (Michael Jackson/TLC or Duran Duran)</li> <li>• Comparison of older video with contemporary video; exam focus - media language &amp; representation</li> <li>• Analysis of online, social and participatory media for Taylor Swift or Katy Perry</li> <li>• Industry and audience issues for Taylor Swift or Katy Perry</li> <li>• Analysis of online, social and participatory media for Bruno Mars or Pharrell Williams</li> <li>• Industry and audience issues for Bruno Mars or Pharrell Williams</li> </ul>	<ul style="list-style-type: none"> <li>• Analysis</li> <li>• Comparative analysis</li> <li>• Practical design</li> <li>• Extended Writing</li> <li>• Deconstruction of codes and conventions across a variety of products</li> </ul>	<ul style="list-style-type: none"> <li>• Analysis of codes and convention from set texts</li> <li>• Comparative analysis</li> </ul>	<ul style="list-style-type: none"> <li>• stereotyping of gender in women's magazines, of young people in the press and of ethnic groups in film and television.</li> </ul>	<ul style="list-style-type: none"> <li>• Music Industry</li> <li>• Advertising</li> </ul>	Media studies skills correlate strongly with language analysis skills in English. So too are the skills from graphic design, art and design technology utilised through the creation of products.

Term 2.1	<ul style="list-style-type: none"> <li>Exam focus – music: industry and audience</li> <li>Component One Section B: Radio Industry &amp; The Archers (BBC, PSB); sense of evolving media product</li> <li>Audience &amp; The Archers: target audience, global audience, responses, fandom</li> <li>Exam focus on radio</li> <li>Component One Section A: Newspapers Introduction &amp; overview</li> <li>Analysis: The Guardian ML &amp; rep (issues, age, ethnicity)</li> </ul>	<ul style="list-style-type: none"> <li>Analysis</li> <li>Comparative analysis</li> <li>Practical design</li> <li>Extended Writing</li> <li>Deconstruction of codes and conventions across a variety of products</li> </ul>	<ul style="list-style-type: none"> <li>Analysis of codes and convention from set texts</li> <li>Comparative analysis</li> </ul>	<ul style="list-style-type: none"> <li>Gender and racial representation in film, television, radio and print media</li> </ul>	<ul style="list-style-type: none"> <li>Broadcast Radio</li> <li>Playwriting</li> <li>Journalism</li> </ul>	Media studies skills correlate strongly with language analysis skills in English. So too are the skills from graphic design, art and design technology utilised through the creation of products.
Term 2.2	<ul style="list-style-type: none"> <li>Analysis: The Sun ML &amp; rep (issues)</li> <li>Comparative analysis with other products</li> <li>Component One Section B: Industry &amp; The Sun - ownership, context, political leaning etc.</li> <li>Audience &amp; The Sun – target audience, readership, responses</li> <li>Exam focus – newspapers (set product and comparison with unseen)</li> <li>Revision/exam practice</li> </ul>	<ul style="list-style-type: none"> <li>Analysis</li> <li>Comparative analysis</li> <li>Practical design</li> <li>Extended Writing</li> </ul>	<ul style="list-style-type: none"> <li>Analysis of codes and convention from set texts</li> <li>Comparative analysis</li> </ul>	<ul style="list-style-type: none"> <li>Gender and racial representation in film, television, radio and print media</li> </ul>	<ul style="list-style-type: none"> <li>TV production</li> <li>Broadcast Radio</li> <li>Playwriting</li> <li>Journalism</li> </ul>	Media studies skills correlate strongly with language analysis skills in English. So too are the skills from graphic design, art and design technology utilised through the creation of products.
Term 3.1	<p>The final term shall be a based around the specific needs of the class and individual students.</p> <p>Students will address any misconceptions that have been identified over the course of study and engage in examination preparation until their terminal exam.</p>	<ul style="list-style-type: none"> <li>Analysis</li> <li>Comparative analysis</li> <li>Practical design</li> <li>Extended Writing</li> </ul>	<ul style="list-style-type: none"> <li>Analysis of codes and convention from set texts</li> <li>Draft statement</li> </ul>	<ul style="list-style-type: none"> <li>stereotyping of gender in women's magazines, of young people in the press and of ethnic groups in film and television.</li> </ul>	<ul style="list-style-type: none"> <li>Film Advertising</li> <li>Film Production</li> <li>Journalism</li> </ul>	Media studies skills correlate strongly with language analysis skills in English. So too are the skills from graphic design, art and design technology utilised through the creation of products.