

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
12	<p>Topic: Introduction to media language (upskilling) and theory / Advertising (Media language and representation)</p> <p>Knowledge and skills</p> <ul style="list-style-type: none"> • Aesthetics • Semiotics (Barthes/Hall) • Binary oppositions • Audience theory (Reception, cultivation and Uses & Gratification theories) • Set Text: Tide Advertisement • Advertising techniques • Persuasive language • Set Texts: Super Human advert • Writing comparatively – unseen advert • Feminist Theory • Set Texts: Kiss of the Vampire (film poster) <p>Wk 8: Mid-term Assessment: Advertising (Comp 1: Section A & B)</p>	<p>Topic: Component 1 – Music video</p> <p>Knowledge and skills</p> <ul style="list-style-type: none"> • Conventions of the form (Goodwin’s theory) • Context (Hurricane Katrina and Police brutality) • Post-colonialism • Postmodernism • Set Texts: Beyoncé Formation • Set Texts: Vance Joy – Riptide <p>Wk 15: Full-term Assessment: Music Video (Comp 1: Section A)</p>	<p>Topic: Component 1 - Film Marketing & Radio (institutions and audiences)</p> <p>Knowledge and skills</p> <ul style="list-style-type: none"> • Genre – Social realism vs high concept • Traditional marketing techniques • Contemporary marketing techniques • Key terminology • Set Texts: IDB vs Black Panther • Set Texts: Women’s Hour <p>Wk 21: Mid-term Assessment: Film and Marketing/Radio (Comp 1: Section B)</p>	<p>Topic: Component 1 – Newspapers / Gaming</p> <p>Knowledge and skills</p> <ul style="list-style-type: none"> • Media language • Representation • Audiences and institutions • Set Texts: The Daily Mirror • Set Texts: The Times • Set Texts: Assassin’s Creed Franchise <p>Wk 27: Full-term Assessment: Newspapers and Gaming (Comp 1: Section A & B)</p>	<p>Topic: Component 3 NEA Brief</p> <p>Knowledge and skills</p> <ul style="list-style-type: none"> • Passport to practical skills • Research • Planning <p>Wk 32: Mid-term Assessment: Research & Planning (Comp 3)</p>	<p>Topic: Component 3 Coursework</p> <p>Knowledge and skills</p> <ul style="list-style-type: none"> • Student s work independently to complete their coursework (30% of overall grade) <p>Wk 36: EOY Assessments</p>
13	<p>Topic: Component 2: Section A – Black Mirror vs The Returned</p> <p>Knowledge and skills</p> <ul style="list-style-type: none"> • Genre Theory • Postmodernism • Representation • Social contexts • Global Audiences <p>Wk 6: Mid-term Assessment: Television in the Global Age</p>	<p>Topic: Component 2: Section B – Vogue vs The Big Issue</p> <p>Knowledge and skills</p> <ul style="list-style-type: none"> • Conventions of the Form • Institutions: Independent vs mainstream • Historical/social context • Gender Representation • Identity <p>Wk 14: Full-term Assessment: Magazines (Comp 2: Section B)</p>	<p>Topic: Component 2: Section C – KSI vs Attitude</p> <p>Knowledge and skills</p> <ul style="list-style-type: none"> • Codes and conventions of the form (youtubers/websites) • The rise of ‘we media’ / changes in technology. • Construction of gender / identity. <p>Mid-term Assessment: Mock Exam (Comp 1 & 2)</p>	<p>Topic: Revision and Exam practice</p> <p>Knowledge and skills</p> <ul style="list-style-type: none"> • Guided Revision of component 1 set texts <p>Full-term Assessment: Practice paper</p>		

	(Comp 2: Section A)					
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