Media Studies A Level Overview   2022-2023

Component 1 35%	Component 2 35%	Component 3 NEA 30%
Component 1 Section A **Language and Representation** **Advertising and Marketing**– print and audio-visual • Tide • SuperHuman – Tokyo Paralympic Games • Kiss of the Vampire **Newspapers** • The Mirror 01.02.22 'PartyGate' • The Times 01.02.22 'PartyGate' **Music** • Beyonce – Formation • Vance Joy - Riptide **Component 1 Section B Industries and Audiences** **Film** Black Panther and I, Daniel Blake **Radio** – Woman's Hour **Video Games** Assassins Creed Franchise	**TV in the Global Age** The Bridge Series 3 Ep 1 Peaky Blinders Series 1 Ep 1 **Magazines** Vogue – 1960s The Big Issue **Online and Participatory Media** Zoella/Zoe Sugg Attitude	**Component 3 NEA** • Research • Introduction to briefs, initial ideas/research • Analysis of similar products • Training on equipment • Draft of initial ideas, pitch concept, treatment • Planning • Storyboarding, scripting, layout designs • Submit **Statement of Aims** • Production • Filming, photographing, constructing layout, copywriting, editing

Media Studies A Level 2022-23 Year 12

	AUT 1	AUT 2	SPR 1	SPR 2	SUM 1	SUM 2
Year 12 Rationale The first year of the A Level course aims to embed all aspects of the Theoretical Framework (Language, Representation, Audience and Industry)and to bridge the knowledge gap between students who have taken GCSE Media and those who haven't. Sequencing has been carefully considered to link codes and conventions that producers use to target audiences – e.g. linking advertising to film marketing to music and music marketing. The first 3 set texts from C1 cover similar themes and embed an understanding of cultural and contextual factors. The year ends with the completion of the NEA worth 30%	**Two- week Introduction to Media and the Theoretical Framework** **Component 1 Section A Language and Representation** Advertising and Marketing– print advertisements (Tide, Super.Human, Kiss of the Vampire) **Component 1 Section B Industries and Audiences** Film Marketing (Black Panther and I, Daniel Blake)	**Continued…..** **Component 1 Section B Industries and Audiences** Film Marketing (Black Panther and I, Daniel Blake) **Component 1 Section A Language and Representation** Music Video and Marketing - Formation and Riptide **Component 1 Section A Language and Representation** Newspapers – The Daily Mirror 01.02.22 The Times 01.02.22	**Continued…** **Component 1 Section B Industries and Audiences** The Daily Mirror and The Times **Component 2 Section A Media Forms and Products in Depth** TV in the Global Age (The Bridge and Peaky Blinders)	**Continued…** **Component 2 Section A Media Forms and Products in Depth** TV in the Global Age (The Bridge and Peaky Blinders) **1st March – NEA briefs released.** **2 x lessons introducing briefs and examples of previous work.** **Individual Action Plans will be handed out for them to follow during the NEA process.**	**Component 3 NEA Research** Introduction to briefs, initial ideas/research Analysis of similar products Training on equipment Draft of initial ideas, pitch concept, treatment Planning Storyboarding, scripting, layout designs *Once work is underway, feedback must be limited to general advice (written or verbal) on what needs to be improved. Learners can then be allowed to re-draft their work - Eduqas*	**Component 3 NEA** Submit Statement of Aims Production Research and Planning Filming, photographing, constructing layout, copywriting, editing **Eduqas specific content covered: 30% NEA completed July 2023 for submission 2024**
	Key Knowledge The codes and conventions of advertisements The techniques of media language How people and issues are represented and how these are constructed	**Key Knowledge** The economic context of film marketing How films are produced, distributed and marketed The codes and conventions of music videos The way people and issues are represented	**Key Knowledge** The codes and conventions of newspaper covers The way political bias is embedded in the press How people and issues are represented and how these are constructed	**Key Knowledge** The codes and conventions of crime dramas The social and cultural context of the products How people and issues are represented and how these are constructed	**Key Knowledge** The codes and conventions of the genre for the brief How to construct representations How to use media language to fulfil the brief	**Key Knowledge** The codes and conventions of the genre for the brief How to construct representations How to use media language to fulfil the brief

Media Studies A Level 2022 – 2023 Year 13

	AUT 1	AUT 2	SPR 1	SPR 2	SUM 1	SUM 2
Year 13 Rationale Year 13 builds on the knowledge and understanding of the theoretical framework introduced in Year 12. Students embed the knowledge of theories and how to apply them in greater depth with the C2 units studied in Year 13. We also build in the final Component 1 units – Video Games, and Radio which both focus on audience and industry and therefore make sensible sequencing links. From February half term we have the opportunity to revise all key components, particularly ones studied during remote learning in Year 12.	**Component 2 Section A TV in the Global Age** Life on Mars Close study of Series 1 Episode 1 **Component 2 Section B Magazines** Vogue 1965 The Big Issue 2016	**Component 2 Section C Media in the Online Age** Vlogs – Zoella and Attitude	**Component 1 Section A** **Intense revision:** • Advertising • Marketing • Music Video	**Component 1 Section B** **Intense Revision** • Newspapers • Video Games • Radio	**Component 2** **Intense Revision** TV in Global Age	
	Key Knowledge How intertextuality is used to create meaning How representations have been constructed The effects of social and cultural context How audiences are targeted	**Key Knowledge** How intertextuality is used to create meaning How representations have been constructed The effects of social and cultural context How audiences are targeted How audiences have become producers	**Key Knowledge** Retrieval practice How representations have been constructed How stereotypes have been used How music videos are used to promote artists How contextual factors influence meaning	**Key Knowledge** Retrieval practice How representations have been constructed How franchises are marketed How audiences are targeted How contextual factors influence meaning How political bias impacts on meaning	**Key Knowledge** How intertextuality is used to create meaning How representations have been constructed The effects of social and cultural context How audiences are targeted	