

Rationale In Year 13 learners will develop their knowledge and understanding of the aspects of the theoretical framework, theories and theoretical perspectives. Students will use their knowledge of the magazine industry and television industry to create their own production as part of their NEA.			A learner in Year 13 will be able to Critically analyse and evaluate how meanings are created and how reality is constructed within a media text. Learners will be able to address theoretical perspectives, make judgements and conclusions and identify the different functions of the media.		
Term 1.1. Black Mirror and The Returned (A01/2) – Contexts, Media Language, Representation, Audience and Industry	Term 1.2. Woman and Adbusters Magazine (A01/2) – Contexts, Media Language, Representation, Audience and Industry	Term 2.1. KSI/JJ Olatunji and Attitude Magazine (A01/2) – Contexts, Media Language, Representation, Audience and Industry	Term 2.2. Exam Revision: Component 1 and 2 (A01/2)	Term 3.1. Exam Revision: Component 1 and 2 (A01/2) Component 1 Exam: Monday 20th May 2024	Term 3.2. Exam Revision: Component 2 (A01/2) Component 2 Exam: Tuesday 4th June 2024

Term 1	Term 1.1. Black Mirror and The Returned (A01/2) Component 2		Term 1.2. Woman and Adbusters Magazine (A01/2) Component 2		Autumn % Assessment
	Topic Coverage	Knowledge <ul style="list-style-type: none">Understanding of the global TV industryUnderstanding of the global TV regulationUnderstanding of ownership within the TV industryUnderstanding of economic factors within TV and the effectsUnderstanding of how media language communicates meaning in TV programmesUnderstanding of cultural, social and historical contexts and the effect this has on representationsUnderstanding of how media companies target audiences Skills <ul style="list-style-type: none">Analyse the meanings created in TV programmesDiscuss how TV programmes conform to genre conventionsExplain how contexts affect representations of social groups, as well as audience interpretationsExplain the impact of ownership, regulation and technology on global TVDiscuss how mass and specialised audiences are targeted for TV programmesEvaluate and apply a range of theories in regards to the set texts Assessment Formative assessment: Knowledge checks built into SOW Summative assessment: BM Media Language, Audience & Industry, The Returned Audiences	Knowledge <ul style="list-style-type: none">Understanding of the global magazine industryUnderstanding of economic factors within magazines and the effectsUnderstanding of how media language communicates meaning in magazinesUnderstanding of cultural, social and historical contexts and the effect this has on representationsUnderstanding of how media companies target audiences Skills <ul style="list-style-type: none">Analyse the meanings created in magazinesDiscuss how magazines conform to genre conventionsExplain how contexts affect representations of social groups, as well as audience interpretationsExplain the impact of ownership, regulation and technology on magazinesDiscuss how mass and specialised audiences are targeted for magazinesEvaluate and apply a range of theories in regards to the set texts Assessment Formative assessment: Knowledge checks built into SOW Summative assessment: Woman Audiences/Context, Adbusters Contexts	Knowledge coverage: Complete Component 1 mock and partial Component 2 mock that covers all areas studied across the course. AO1 – Knowledge of industry and audiences AO2 – analysis of media language and representation Skills tested: Knowledge, understanding, application of theory, making judgements and conclusions, critical analysis	
		Reading/Literacy/Oracy <ul style="list-style-type: none">Discussions about the representations of the LGBTQIA+ community and how this has changed since the 1980sDiscussions about the role of regulation within the media industryDiscussions about the impact of technology on media industries	Reading/Literacy/Oracy <ul style="list-style-type: none">Discussions about the gender roles in the 1960s and how this was beginning to changeDiscussions about the role of regulation within the media industryDiscussions about the impact of technology on media industriesDiscussions about social and cultural issues in modern society		
		Home Learning Weekly tasks based on the global TV industry	Home Learning Weekly tasks based on the global magazine industry		
		Term 1.1. KSI and Attitude Magazine (A01/2) Component 2			Term 2.2. Exam Revision: Component 1 and 2 (A01/2) Component 1 & 2
Term 2	Term 1.1. KSI and Attitude Magazine (A01/2) Component 2		Term 2.2. Exam Revision: Component 1 and 2 (A01/2) Component 1 & 2		Spring % Assessment
	Topic Coverage	Knowledge <ul style="list-style-type: none">Understanding of the online media industryUnderstanding of economic factors within online media and the effects	Knowledge Recall the key information, contexts, theoretical framework and theoretical perspectives of each examined component.	Knowledge coverage:	

	<ul style="list-style-type: none"> Understanding of how media language communicates meaning in magazines Understanding of cultural, social and historical contexts and the effect this has on representations Understanding of how online media influencers and magazines target audiences <p>Skills</p> <ul style="list-style-type: none"> Analyse the meanings created in online media products Discuss how vlogs and magazines conform to genre conventions Explain how contexts affect representations of social groups, as well as audience interpretations Explain the impact of ownership, regulation and technology on online media Discuss how mass and specialised audiences are targeted for online media Evaluate and apply a range of theories in regards to the set texts <p>Assessment Formative Assessment: Knowledge check built into SOW Summative Assessment: KSI Industry, Attitude Representations</p>	<p>Skills Knowledge, understanding, analysis, application of theory, making judgments and conclusions, critical analysis</p> <p>Assessment Summative assessment on knowledge of Component 1 and 2. Formative assessment: in class mocks – Component 1 and Component 2</p>	<p>Complete Component 2 mock that covers all areas studied across the course. AO1 – Knowledge of industry and audiences AO2 – analysis of media language and representation</p> <p>Skills tested: Knowledge, understanding, application of theory, making judgements and conclusions, critical analysis</p>
	<p>Reading/Literacy/Oracy</p> <ul style="list-style-type: none"> Discussions about the LGBTQIA+ community and how they are mis and under-represented Discussions about the role of regulation within the online media industry Discussions about the impact of technology on media industries Discussions about social and cultural issues in modern society 	<p>Reading/Literacy/Oracy Students to share ideas regarding aspects of the course as a class or in groups. Group presentations. Investigating the websites, social media platforms, unseen texts and applying relevant theory.</p>	
	<p>Home Learning Weekly tasks based on the online media industry</p>	<p>Home Learning Tasks set after every lesson, based on revision and examination skills</p>	
	<p>Term 3.1. Exam Revision: Component 1 and 2 (A01/2) Component 1 & 2 Component 1 Exam: Monday 20th May 2024</p>	<p>Term 3.2. Exam Revision: Component 2 (A01/2) Component 2 Component 2 Exam: Tuesday 4th June 2024</p>	<p>Summer % Assessment</p>
Topic Coverage	<p>Knowledge Recall the key information, contexts, theoretical framework and theoretical perspectives of each examined component.</p>	<p>Knowledge Recall the key information, contexts, theoretical framework and theoretical perspectives of each examined component.</p>	<p>Knowledge coverage: Complete in class Component 1 and Component 2 mocks that covers all areas studied across the year</p> <p>AO1 – Knowledge of industry and audiences AO2 – analysis of media language and representation</p> <p>Skills tested: Knowledge, understanding, application of theory, making judgements and conclusions, critical analysis</p>
	<p>Skills Knowledge, understanding, analysis, application of theory, making judgments and conclusions, critical analysis</p>	<p>Skills Knowledge, understanding, analysis, application of theory, making judgments and conclusions, critical analysis</p>	
	<p>Assessment Summative assessment on knowledge of Component 1 and 2. Formative assessment: in class mocks – Component 1 and Component 2</p>	<p>Assessment Summative assessment on knowledge of Component 1 and 2. Formative assessment: in class mocks – Component 1 and Component 2</p>	
	<p>Reading/Literacy/Oracy Students to share ideas regarding aspects of the course as a class or in groups. Group presentations. Investigating the websites, social media platforms, unseen texts and applying relevant theory</p>	<p>Reading/Literacy/Oracy Students to share ideas regarding aspects of the course as a class or in groups. Group presentations. Investigating the websites, social media platforms, unseen texts and applying relevant theory.</p>	
	<p>Home Learning Tasks set after every lesson, based on revision and examination skills</p>	<p>Home Learning Tasks set after every lesson, based on revision and examination skills</p>	