

	<b>Autumn 1</b>	<b>Autumn 2</b>	<b>Spring 1</b>	<b>Spring 2</b>	<b>Summer 1</b>	<b>Summer 2</b>
<b>9</b>	<b>Topic: Introduction to media Language</b>  Cinematography Mise-en-scene Practical skills (camera and lighting)	<b>Topic: Introduction to media language</b>  Editing Sound Practical Skills (Adobe Premier and foley sounds)	<b>Topic: Introduction to media theory</b>  Narrative theory (Todorov, Propp, Strauss, Bathes) Audience theory (Hypodermic Needle, Uses and Gratifications, Reception theory, Two-step flow) Genre theory (Steve Neale)	<b>Topic: Creating a media product (genre)</b>  Proposal Script Writing Storyboarding Filming & sound recording Editing (Using Adobe Photoshop)	<b>Topic: Advertising – This Girl Can / Quality Street</b>  Historical Context Advertising codes and conventions Maslow’s Hierarchy of Needs	<b>Topic: Film Marketing – James Bond Posters</b>  Historical context (Missile Crisis, patriarchy) Conventions of the form Male Gaze Theory Roland Barthes
<b>10</b>	<b>Topic: Component 1 - Magazines</b>  Conventions of the form Context (FGM, Stars) Persuasive language Representation of gender Uses and Gratifications theory Set Texts: Pride Magazine and GQ	<b>Topic: Component 1 - Newspapers</b>  Conventions of the form Context (xenophobia, immigration, asylum seekers) Political bias Gultang and Ruge News Values Set texts: The Sun and The Guardian	<b>Topic: Component 2 – Crime Drama</b>  Genre conventions Genre theory (Steve Neale) Film language (how to analyse a scene) Representation (Hall) Set Texts: Luther (ep 1, s1) and The Sweeney (ep1, s1)	<b>Topic: Component 1 – Radio and Video Games</b>  Scheduling on BBC Radio Public service broadcasting vs commercial Target audiences Digital service and webpage Set Text: The Archers Set Texts: Pokémon Go	<b>Topic: Component 3 NEA Briefs</b>  Passport to practical skills Research Production Planning	<b>Topic: Component 3 Coursework</b>  Student s work independently to complete their coursework (30% of overall grade) Practical Skills using camera equipment and editing software (Adobe Photoshop or Premier)
<b>11</b>	<b>Topic: Component 2 – Music Video</b>  Conventions of the form Goodwin’s theory Social/historical context context Set Texts:: Katy Perry’s Roar, Bruno Mars’ ‘Uptown Funk’ and Duran Duran’s ‘Rio’	<b>Topic: Mock Preparation and Revision</b>  Guided revision of set texts for component 1 Magazines Newspapers Film Marketing Advertising	<b>Topic: Revision and Exam Practice</b>  Improvements to Component 3 Guided Revision	<b>Topic: Revision and Exam Practice</b>  Guided Revision		
<b>12</b>	<b>Topic: Introduction to media language (upskilling) and theory / Advertising (Media language and representation)</b>  Aesthetics Semiotics (Barthes/Hall) Binary oppositions Audience theory (Reception, cultivation and Uses & Gratification theories) Set Text: Tide Advertisement Advertising techniques Persuasive language Set Texts: WaterAid advert Writing comparatively – unseen advert Feminist Theory Set Texts: Kiss of the Vampire (film poster)	<b>Topic: Component 1 – Music video</b>  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	<b>Topic: Component 1 - Film Marketing &amp; Radio (institutions and audiences)</b>  Genre – Social realism vs high concept Traditional marketing techniques Contemporary marketing techniques Key terminology Set Texts: IDB vs SOC Set Texts: LNWH	<b>Topic: Component 1 – Newspapers / Gaming</b>  Media language Representation Audiences and institutions Set Texts: The Daily Mirror Set Texts: The Times Set Texts: Assassin’s Creed III	<b>Topic: Component 3 NEA Brief</b>  Passport to practical skills Research Planning	<b>Topic: Component 3 Coursework</b>  Student s work independently to complete their coursework (30% of overall grade)

13	<p><b>Topic: Component 2: Section A – Humans vs The Returned</b></p> <p>Genre Theory Postmodernism Representation Social contexts Global Audiences</p>	<p><b>Topic: Component 2: Section B – Vogue vs The Big Issue</b></p> <p>Conventions of the Form Institutions: Independent vs mainstream Historical/social context Gender Representation Identity</p>	<p><b>Topic: Component 2: Section C – Zoella vs Attitude</b></p> <p>Codes and conventions of the form (youtubers/websites) The rise of 'we media' / changes in technology. Construction of gender / identity.</p>	<p><b>Topic: Revision and Exam practice</b></p> <p>Guided Revision of component 1 set texts</p>		
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