

Year 12: A Level Media (H409)

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topics	<p>Embedding Theoretical framework in Media Studies</p> <p>Focus: How to develop and apply a deep understanding of the media through both analysing and producing media products in relation to the four elements of the framework whilst acknowledging contexts in the influence.</p>	<p>Film and Theory application Gaming and Theory application</p> <p>Focus: Students will explore media industries and audiences, through media products set by OCR Film to be studied in relation to media industry only.</p>	<p>Radio and Theory Application</p> <p>Focus: Students will explore media industries and audiences, through media products set by OCR</p>	<p>Magazines and Theory application</p> <p>Focus: Students will explore media language and representation, through media products set by OCR.</p>	<p>Advertisement and marketing with Theory application</p> <p>Focus: Students will explore media language and representation, through media products set by OCR.</p>	<p>NEA - Non-examined Assessment 30%</p> <p>Focus: Apply knowledge and understanding of media to the research, planning and creation of a practical production piece including a choice and a website.</p>
Assessment	<p>Topic Assessment: Application of Theoretical framework to media products.</p>	<p>Topic Assessment: Industry and/or Audience focus Gaming and Film.</p>	<p>Topic Assessment: Industry and/or Audience focus Radio. <u>Including topics</u> <u>Away from Point of learning</u> Industry and/or Audience focus Gaming and Film.</p>	<p>Topic Assessment: Industry and/or Audience focus Magazine.</p>	<p>Topic Assessment: Media Language and/or Representation focus Ads. Could also be an unseen application based on the sector of marketing.</p>	<p>NEA planning, research and production in line with OCR Guidelines. <u>Mock Exam</u> <u>Away from Point of learning:</u> covering topics learnt so far. Film, Radio, Magazine, Ads.</p>
Building on Prior Learning	<p>Substantive Knowledge From GCSE, students will draw on knowledge of Media Language, Representation, Industry and Audiences with contexts. The programme of study in Yr 12 contains the same topics as GCSE, which students can draw their core knowledge from previous topics in GCSE and skills in analysing to help apply and develop knowledge and understanding.</p> <p>Disciplinary/procedural Knowledge From Year 11, students will have a great understanding of elements which make up Language and Representation, with political, historical, social and cultural contexts. Along with these areas of knowledge it will allow theorists to apply responses in more sophisticated ways ensuring depth and to make judgements and draw conclusions to media products.</p>					
Cultural Capital	<p>When studying a subject like Media as embroiled in political, historical, economic, social and cultural contexts, knowledge of the zeitgeist elevates understanding to a whole new level. Every topic studied has references wider than the curriculum, from Colonisation, Postmodernism, Gender Identity, Media Ownership, including key texts and current innovations, to investigating current affairs, can all massively impact depth of understanding and critically evaluate the impact of such codes and choices. Media allows students to identify instances of intertextuality with ease; reference economically, politically, culturally or socially motivated choices in media texts and understand the production process in context. Theory application of 19 theorists explores the Media world in its whole sense.</p>					
Mastery	<p>In terms of mastery students will demonstrate excellent application of knowledge and understanding of the media theoretical framework, contexts and Theorists. They will show a sophisticated use of a wide range of appropriate media techniques that delivers an accomplished demonstration of knowledge and understanding of the distinctive area applicable of the media form. There will be highly developed application of knowledge and understanding of the media industry demonstrated through a sophisticated use of the media form that is highly appropriate to the media industry context of the set text.</p>					
Development of Character	<p>A wide range of virtues are covered through the teaching of Media: Intellectual virtues are necessary when applying the critical eye over media products to peruse truth, knowledge and understanding of the meaning presented to us as audiences. When analysing media products for both language and representation we must explore viewpoints and bias, whilst ensuring we consider viewpoints from a range of social groups, this can contribute to Moral Virtues such as compassion and respect. Students will also learn how to manage time effectively by creating an NEA brief in 25-30 hours supervised.</p>					
Extra-Curricular opportunities	<p>The emphasis in enrichment is strong both at KS4 and KS5.</p> <p>In School: Students have Teams Channels: Consolidation and Wider Reading available. Exploring the Media Friday lunch times. Workshops delivered by Ravensbourne during school holidays.</p> <p>Outside of School: School trips related to NEA brief of that year.</p>					
Metacognitive Learning	<p>Students in Media studies will learn through expert modelling and exposure to a range of media products/ sectors, which require the same application of analysis for any type of question in this area. To form these routines in knowledge, feedback will form an important part of developing students as metacognitive learners, they will be able to effectively apply exam technique, and use feedback for areas of development, to help plan for success in future assessments/work. Students in Year</p>					

	12 should be self-regulated learners, know how to learn, successfully revise, and apply media knowledge in order to make clear judgements and reach plausible conclusions.
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