Altwood
Church of England School

eduqas
Part of WJEC

Media Curriculum Map

"Whoever controls the media, controls the mind" — **Jim Morrison**

Knowledge Rich

Skills

Subject specific language

YEAR 13

Unit 2
Online and Participatory Media C2
Zoella
Attitude

Unit 3
Radio C1
Late Night Woman's Hour

Unit 4
Video Games C1
Assassins Creed

Testing Knowledge Assessment 6
Video Games

Testing Knowledge Assessment 7
February Mock C2

Testing Knowledge Assessment 4
Online Media

Testing Knowledge Assessment 5
Radio

Testing Knowledge Assessment 3
December Mock C1

Testing Knowledge Assessment 1&2
1: representations
2: context

Unit 7 NEA C3
30% of A Level
Assessment 7

Testing Knowledge Assessment 6 TV
Context

Testing Knowledge Assessment 5
Evaluating impact of technological developments

Unit 5
Newspapers Industry & Audience C1
The Times
The Mirror

Unit 4
Music Video & Marketing C1
Dizzee Rascal
Vance Joy

Unit 1
Magazines C2
Vogue
The Big Issue

Testing Knowledge Assessment 3
Film Marketing
Comparing

Rationale
Year 13 builds on knowledge of the theoretical framework from Year 12. C2 units require extended essay style responses and application of theory.

Testing Knowledge Assessment 8
Summer Mock C1

Unit 6
TV in the Global Age C2
Humans
The Returned

Testing Knowledge Assessment 4
Music
Analysing representations

Testing Knowledge Assessment 2
Advertising

Testing Knowledge Assessment 6
C1 short answer questions

Testing Knowledge Assessment 1
Baseline Test

Unit 1 (2 weeks)
Introduction to A Level Media and the Theoretical Framework

Unit 3
Film Marketing C1
Black Panther &
I, Daniel Blake

YEAR 12

Revision Programme
After February half term
C1 Magazines and Film

Rationale
Year 12 begins with an introduction to the Theoretical Framework for those students who did not study Media at GCSE. The first year is carefully sequenced to link codes and conventions producer use in regard to the purpose of the product e.g., advertising & marketing.

Unit 2
Advertising & Marketing C1
Tide, WaterAid and The Kiss of the Vampire

Testing Knowledge Assessment 5
February Mock C2
Apply theory, analyse and evaluate representations

Testing Knowledge Assessment 4 – Newspapers

Testing Knowledge Assessment 3 – Unseen Text

Unit 2 C1
Radio
The Archers

Testing Knowledge Assessment 1 - Music

Music Videos
Online Media inc. websites and social media

Unit 1 C2
Music Video and Online Media
Close study of set texts: Taylor Swift and Pharrell Williams

Rationale
Year 11 is sequenced to build on the analytical skills and knowledge of specific terminology from C1 units studied in Year 10

Revision Programme
After February half term
C1 Newspapers

Revision Programme
After February half term
C1 Advertising & Marketing

Unit 3 C1
Video Games
Fortnite

Testing Knowledge Assessment 2
November Mock C1
Apply theory, analyse and evaluate representations, define terms

Music Video
Historical Text
Duran Duran
Context

How is gender represented in these music video?

YEAR 11

Crime Drama is the first C2 unit. C2 features longer, extended answer questions with the expectation that students apply theory.

What are the generic conventions of a crime drama?

Testing knowledge Assessment 3
Representation of gender

Historical Text Comparison
The Sweeney

Testing knowledge Assessment 4
Context

Unit 5
Newspapers
The Guardian
The Sun

Retrieval Practice
Blumler and Katz

Institution Focus
BBC
What is their remit?
How does Luther fit in to their remit?

Applying Theory
- Propp
- Todorov
- Bathes
- Hall
- Blumler and Katz

How does context influence representation?

Unit 6
NEA
Research, Planning and Production
30% of GCSE

Testing knowledge Assessment 2
Analysis of:
Layout, design and images

What is Media Audience?
Audience Profiling
Demographics
Stereotypes

Introduction of Key Theorists
Psychometrics
Blumler and Katz
Young and Rubicon

Barthes
Application of theory
Semantic and referential codes

Media Glossary.
Retrieval Practice

YEAR 10

Unit 4 TV C2
Crime Drama
Luther
The Sweeney

Unit 3 Magazines C1
Set Texts
Pride
GQ

Unit 2 Film Marketing C1
Set Texts
Spectre
The Man with the Golden Gun

MA differentiation
Vertical and horizontal integration

What are Media Institutions
- Conglomerates
- Synergy
- Intertextuality
- Convergence

Unit 1 Advertising & Marketing C1
Set Texts
Quality Street
This Girl Can

Testing knowledge Assessment 1
Semiotic Analysis

What is Media Language?

Unit 1 Visual codes
Camera shots and angles, costume, props, lighting, gesture codes, facial expression

Rationale
We begin with an introduction to the Theoretical Framework, that underpins the GCSE and A Level. This is the detailed study into set texts provided bi-annually by the exam board Eduqas. The first units are sequenced together by purpose of the product – to advertise and promote