Media Studies is a study of the cultural world around us.
We study Media to learn how we are affected by the many forms of information and entertainment we are exposed to daily.
Once you know how an audience is affected by products, you can also learn how to produce for yourself and make informed choices about what you are willing to accept as truth.
Learn the truth behind everything you see and consume everyday. The audience become the producers.
We aim to learn through practical activities as well as theoretical understanding and whilst there are always classic texts to analyse we also ensure we focus on contemporary culture.

Subject Long Term Plan

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Learning outcomes
	Introduction to Media: Practical Skills							
Year 12 Teacher 1	Introduction to key concepts.	Filming and editing Preliminary Task.	Filming and editing Preliminary Task.	How do camera angles, movement and shot types create meaning for an audience?	How do editing techniques create meaning for an audience?	How can sound create meaning for an audience?	How can mise-en-scene create meaning for an audience?	Pupils will know: - How to create their own moving image production. How to identify elements of media language in moving images using appropriate terminology. - How to edit a moving image. - Demonstrate an understanding of how media language creates meaning.
Year 12 Teacher 2	**Introduction to Media: Key Concepts**							
	Introduction to key concepts.	Evaluate how media language communicates meaning to an audience.	Explore how cameraworks and editing can be used to create meaning.	Explore how sound and mise-en-scene can be used to create meaning.	Evaluate how media language is used to construct representations of gender.	Analyse still and moving image language and evaluate how it is used to create different representations.	Explore how media language is used to create meaning in music videos.	Pupils will know: - how to identify elements of media language in still and moving im - How to explain how media language can be used to communicate Pupils will be able to: - Apply specialist subject specific vocabulary to analyses. - Analyse a range of media texts. - Demonstrate an understanding of how media language creates m
Year 13 Teacher 1	**NEA COURSEWORK**							
	Research & Planning	Research & Planning	Music video - filming	Music video - filming	Music video - filming	Music video - editing		Pupils will know: - how to research and analyse existing media products and plan for the production of a music video. - how to produce and edit a music video. Pupils will be able to: - be able to understand and apply the codes and conventions of existing media products to my own work. - be able to construct a media product using appropriate technical and creative skills. - be able to evaluate and successfully improve my media product.
Year 13 Teacher 2	**NEA COURSEWORK**							
	Research & Planning	Research & Planning	Music video - filming	Music video - filming	Music video - filming	Music video - editing		Pupils will know: - how to research and analyse existing media products and plan for the production of a music video. - how to produce and edit a music video. Pupils will be able to: - be able to understand and apply the codes and conventions of existing media products to my own work. - be able to construct a media product using appropriate technical and creative skills. - be able to evaluate and successfully improve my media product.

	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	Week 14	Learning outcomes
	Long Form TV Drama: Stranger Things							
Year 12 Teacher 1	LFTV DRAMA: Stranger Things	LFTV DRAMA: Stranger Things	LFTV DRAMA: Stranger Things	LFTV DRAMA: Stranger Things	LFTV DRAMA: Stranger Things	LFTV DRAMA: Stranger Things	LFTV DRAMA: Stranger Things	Pupils will know: - how media language is used to create meaning in Long Form Television Drama. - how to compare and contrast US and non-English language Long Form Television Drama. Pupils will be able to: - analyse extracts from US and non-English language Long Form Television Drama. - discuss how these extracts adhere to or subvert audience expectations. - analyse relevant media theories in relation to Long Form Television Drama.
Year 12 Teacher 2	**Media Messages: Advertising**							
	Conventions of print and audio-visual advertising	Media language use in marketing and advertising	Old Spice: How advertising can reposition a product for a different audience	Social and cultural contexts	Lucozade: construction of representation	Star Power	Shelter: representation of groups and social issues	Pupils will know: - how media language is used to construct representations. - how events, issues, individuals and social groups are represented to advertise specific products. - how advertising targets, reaches and addresses specific audiences. Pupils will be able to: - be able to apply specialist subject-specific terminology appropriately in analyses. - be able to use and critically reflect upon a range of complex media theories in analyses. - be able to debate key questions relating to the social, cultural, political and economic role of the media in advertising.
Year 13 Teacher 1	**NEA COURSEWORK**							
	Music video - editing	Website - research & planning	Website construction	Website construction	Website construction	Music video reshoots/edits	Organise for submission	Pupils will know: - how to apply the conventions of music videos/magazines and websites to my own product. - how to produce and edit my own website. - how to produce digitally convergent media products. Pupils will be able to: - be able to use appropriate codes and conventions to communicate meaning to a target audience. - be able to construct well-selected and developed representations of individuals and social groups. - be able to use Wix to create my own website.
Year 13 Teacher 2	**NEA COURSEWORK**							
	Music video - editing	Website - research & planning	Website construction	Website construction	Website construction	Music video reshoots/edits	Organise for submission	Pupils will know: - how to apply the conventions of music videos/magazines and websites to my own product. - how to produce and edit my own website. - how to produce digitally convergent media products. Pupils will be able to: - be able to use appropriate codes and conventions to communicate meaning to a target audience. - be able to construct well-selected and developed representations of individuals and social groups. - be able to use Wix to create my own website.

	Week 15	Week 16	Week 17	Week 18	Week 19	Week 20	Week 21	Week 22	Learning outcomes
	Long Form TV Drama: Trapped								
Year 12 Teacher 1	LFTV DRAMA: Trapped	LFTV DRAMA: Trapped	LFTV DRAMA: Trapped	LFTV DRAMA: Trapped	LFTV DRAMA: Trapped	LFTV DRAMA: Trapped	LFTV DRAMA: Trapped	LFTV DRAMA: Stranger Things/Trapped	Pupils will know: - how media language is used to create meaning in Long Form Television Drama. - how to compare and contrast US and non-English language Long Form Television Drama. Pupils will be able to: - analyse extracts from US and non-English language Long Form Television Drama. - discuss how these extracts adhere to or subvert audience expectations. - analyse relevant media theories in relation to Long Form Television Drama.
Year 12 Teacher 2	**Media Messages: Music Videos**								
	Star Image	Email- Sandé Heaven	Representation of social groups / issues	Representation of social groups / issues	Radiohead - Burn the Witch	Narrative	Signification and Intertextuality	Compare and contrast texts	Pupils will know: - how to identify elements of media language using accurate terminology in set texts. - how to analyse the representation of different groups of people in set texts. - how social and cultural factors have an impact upon representations in the media. Pupils will be able to: - apply specialist subject specific vocabulary to analyses. - evaluate and explore a range of representational issues.
Year 13 Teacher 1	**Evolving Media: Film Industry**								
	The Jungle Book (1967)	The Jungle Book (1967)	The Jungle Book (2016)	The Jungle Book (2016)	Production and technology	Ownership, distribution and economics	Regulation	Maintaining audiences	Pupils will know: - how media industries produce, distribute and circulate forms of media. - how ownership and funding contribute to the overall success of a media product. - how media products are regulated. Pupils will be able to: - be able to understand how media industries operate. - be able to analyse the impact of digital convergence for specific media products.
Year 13 Teacher 2	**Media Messages: Newspapers**								
	Section A overview	Tabloid & Broadsheet	Front pages	Analyse: The Daily Mail	Language & Theory	Viewpoints & Ideologies	Analyse: The Guardian	Language & Theory	Pupils will know: - how media language elements combine to create meaning in newspapers. - how the generic features of newspapers are used. - how viewpoints and ideologies are expressed through media language and representations in newspapers. Pupils will be able to: - be able to analyse a range of different broadsheet and tabloid newspapers. - be able to apply media language and representation theories to a range of examples. - be able to evaluate the usefulness of a range of media language and representation theories.

	Week 23	Week 24	Week 25	Week 26	Week 27	Week 28	Week 29	Learning outcomes
	Media Theory							
Year 12 Teacher 1	Media theory: Postmodernism introduction	Postmodernism: Baudrillard	Postmodernism: Hyperreality	Postmodernism: Lyotard	Postmodernism: everything's a copy of a copy of a copy.	Postmodernism: Jameson	Postmodernism: Is it really real?	Pupils will know: - how postmodernism exists on a variety of platforms and in a variety of texts. - how arguments can be structured for and against understanding some forms of media as post-modern. - how postmodern media texts challenge traditional text-reader relations. Pupils will be able to: - explain the theoretical concepts of postmodern media. - apply media specific terminology to post-modern texts.
Year 12 Teacher 2	**Media Messages: The Big Issue**							
	Magazine front cover conventions	Magazines: Mainstream and Niche	The Big Issue history and values	The Big Issue: social, cultural and political contexts	The Big Issue: intertextuality	The Big Issue: values and ideologies	The Big Issue front cover analysis	Pupils will know: - how media language is used to construct representations. - how social, political and cultural contexts can influence representations in media texts. - how media language can be used to present alternative viewpoints. Pupils will be able to: - apply specialist subject-specific terminology appropriately in analyses. - to explain how social, cultural and political contexts have influenced set texts.
Year 13 Teacher 1	**Evolving Media: Video Games/Radio One**							
	Video Games: Production and Distribution	Video Games: Interaction and active involvement	Video Games: Regulation	Video Games: Audience appeal	Radio One: PSB / Commercial Radio	Radio One: Distribution / Consumption	Radio One: Audience appeal	Pupils will know: - how media industries produce, distribute and circulate forms of media. - how ownership and funding contribute to the overall success of a media product. - how media products are regulated. Pupils will be able to: - be able to understand how media industries operate. - be able to analyse the impact of digital convergence for specific media products.
Year 13 Teacher 2	**Media Messages: Newspapers**							
	Viewpoints & Ideologies	Online news and participatory media	Analyse: Websites and social media feeds	Language and Theory	Audience Theories	Apply theories to newspaper / online / participatory media	Revision	Pupils will know: - how media language elements combine to create meaning in newspapers. - how the generic features of newspapers are used. - how viewpoints and ideologies are expressed through media language and representations in newspapers. Pupils will be able to: - be able to analyse a range of different broadsheet and tabloid newspapers. - be able to apply media language and representation theories to a range of examples. - be able to evaluate the usefulness of a range of media language and representation theories.

	Week 30	Week 31	Week 32	Week 33	Week 34	Week 35	Week 36	Learning outcomes
	NEA COURSEWORK							
Year 12 Teacher 1	Music Video research	Music Video research	Music Video research	Multicam editing tutorial	Multicam editing tutorial	Song choice research	Song choice research	Pupils will know: - how to research and analyse existing media products and plan for the production of a music video. - how to produce and edit a music video. Pupils will be able to: - be able to understand and apply the codes and conventions of existing media products to my own work. - be able to construct a media product using appropriate technical and creative skills. - be able to evaluate and successfully improve my media product.
Year 12 Teacher 2	**NEA COURSEWORK**							
	Artist/Band Website research	Artist/Band Website research	Artist/Band Website research	Photography for website tutorial	Photography for website tutorial	Song choice research	Song choice research	Pupils will know: - how to research and analyse existing media products and plan for the production of a music video. - how to produce and edit a music video. Pupils will be able to: - be able to understand and apply the codes and conventions of existing media products to my own work. - be able to construct a media product using appropriate technical and creative skills. - be able to evaluate and successfully improve my media product.
Year 13 Teacher 1	Revision	Revision						
Year 13 Teacher 2	Revision	Revision						