

## **Curriculum at Key Stage Five**

Exam Board: Eduqas

Course Breakdown: Exam 70%, NEA (non-exam assessment) 30%

Exam: there will be two assessment components (papers).

### **Y12**

#### **Term 1**

Students will be given an introduction to the course by exploring a range of print media both historical and contemporary. They will explore the use of media language and representations in texts, considering the impact of the historical, social, economical and political context. They will also learn about to apply theoretical approaches to texts, such as structuralism, post-colonialism and feminism. Alongside this they will gain an insight into the machinations of the media in the music industry and film by exploring I, Daniel Blake and Straight Outta Compton.

#### **Term 2**

Students will explore British newspapers, learning about all 4 areas of the theoretical framework – media language, representation, audience and industry. They will learn about the values and ideologies behind these newspapers and how this impacts the representation of certain individuals, groups and issues. They will also learn how to respond to unseen newspaper front covers and compare them. They will also begin their in-depth TV study, which includes the set texts Life on Mars and The Bridge.

#### **Term 3**

Students will do an in-depth study into magazines and music videos. Looking at set texts such as Vogue and The Big Issue. They will learn about the history of these publications and some of the challenges facing print media in the modern world. They will also explore the representations presented in the magazines and how they are constructed using media language. They will also explore the codes and conventions of music videos and how meanings and representations are constructed using certain choices. The set texts include Beyoncé, Taylor Swift and Blur.

### **Year 13**

#### **Term 1**

Students will practically explore the creation of linked media products in an advertising and marketing campaign that will be a cross-media production. They will work independently to address the cross-media briefs set by the exam board. They will apply knowledge and understanding of media language, representation, media industries and audiences to their own cross-media production based on the following media forms: television, magazines, newspapers, advertising and marketing, online, social and participatory media, music videos. . The nature of the brief and the intended audience will change every year. As part of the preparation for this component, learners will consider other cross-media campaigns.

## **Term 2**

Students will explore the Industry behind Radio and Video Game production by exploring the set texts Late Night Women's hour for Radio 4 and Assassin's Creed promotional material. They will also complete an in-depth study into online blogs, vlogs and magazines – looking at the set products Attitude and Zoella. They will need to be able to apply theoretical concepts to these texts and use them to construct a sophisticated argument about how media texts represent ideas such as identity.

## **Term 3**

This term will be spent revising and preparing students for the Component 1 and 2 exams. As the exams are closed book, students will need to memorise key aspects of all the set products studied throughout the two years to discuss in the exam.

