



Year 12 Media Studies Curriculum Overview 2024-25

Rationale:

We prepare students for the EDUQAS A Level Media Studies qualification.

The induction week will focus on the key concepts in the Media Analytical Framework: Media Language; Representation & Context; Industry & Audience. This will serve as revision for those students who have previously studied the subject at GCSE and as an introduction for those who are new to the subject. These concepts underpin all the analysis and practical work that students will do over the course of the A Level. Our department intent is to provide students with opportunities to be creative and imaginative and to develop practical competence in Media Studies. Not just because these are qualities that are key to successfully completing the coursework in Summer 2, but because they are enjoyable rewarding undertakings in themselves as well as being qualities that are sought after by employers in creative industries and admissions tutors in higher education institutions. To this end we will have 1 hour a week devoted to practical work until early March. This is so that students don't just acquire skills but develop the high degree of competence required to do the creative tasks independently. After the induction period students will begin work on Component 1 and Component 2. In Component 1 we will cover Set Texts for both Section A and B so that students get a solid grounding in the 4 key concepts. We complete Component 2: TV in the Global Age in Y12 to provide stretch for students and to introduce concepts and ideas not covered by Component 1. This is to ensure students have a wider range of knowledge to draw on when they come to do research for their C3 project later in the year.

We undertake to complete the Non Examined Assessment (coursework) Component 3 by the end of Summer 2. This is to ensure that Y13 is wholly focused on the 2 examined components and we have plenty of time for a thorough revision period.

Our approach to teaching & learning is to encourage the following: collaboration; inquisitiveness; a questioning attitude; valuing evidence over opinion & listening to opposing viewpoints. Students will be assessed regularly and will be provided with models for revision before each assessment. They will also undertake the creation of their own revision grids after every topic so that they have the opportunity to digest what they have learned and have useful revision resources for the exam in Year 13.

In years 12 we encourage students to find their own "voice" so that in Year 13 they will have the confidence to think for themselves and formulate arguments and views based on their weighing up of evidence. In year 12 we will not just deliver the curriculum but also considering the wider societal implications of the relationship between the media and our students. In particular we will consider how a critical consumption of the media can prepare students to make informed decisions as citizens in adult life. We will not neglect exam preparation and technique but we will prioritise helping students gain the confidence to think for themselves.

Summary of Components:



Commitment, **O**ppportunity, **R**espect & **E**xcellence
for all and in all that we do

Component 1: Media Products, Industries and Audiences

Written examination: 2 hours 15 minutes

35% of qualification

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of two sections:

Section A: Analysing Media Language and Representation

This section assesses media language and representation in relation to **two** of the following media forms: advertising, marketing, music video or newspapers. There are **two** questions in this section:

- **one** question assessing media language in relation to an unseen audio-visual or print resource
- **one** extended response comparison question assessing representation in one set product and an unseen audio-visual or print resource in relation to media contexts.

Section B: Understanding Media Industries and Audiences

This section assesses **two** of the following media forms – advertising, marketing, film, newspapers, radio, video games - and media contexts.

It includes:

- **one** stepped question on media industries
- **one** stepped question on audiences.

Component 2: Media Forms and Products in Depth

Written examination: 2 hours 30 minutes

35% of qualification

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

Section A – Television in the Global Age

There will be **one** two-part question or **one** extended response question.

Section B – Magazines: Mainstream and Alternative Media

There will be **one** two-part question or **one** extended response question.

Section C – Media in the Online Age

There will be **one** two-part question or **one** extended response question.

Component 3: Cross-Media Production

Non exam assessment

30% of qualification

An **individual** cross-media production based on **two forms** in response to a **choice of briefs set by WJEC**, applying knowledge and understanding of the theoretical framework and digital convergence.

Term/Length of Time	Outline	Assessment/Teacher Feedback Opportunities	Homework and Literacy resources
Autumn 1	<p>Teacher 1 Induction: Analytical Framework: Media Language: Music Videos Newspapers Magazines</p> <p>C1SA: Music Video: Turn Tables C1SA: Music Video: A Little Bit of Love</p> <p>C3 Skills Development: Photoshop & Indesign Training and C3 Process:</p> <p>Teacher 2 <i>Media Analytical Framework:</i> Representation & Context in advertising / vampire film posters: 50s, 60, 70s, V Contemporary Context</p> <p>C1SA Advertising: Representation & Contexts: Kiss of The Vampire</p>	<p>Formal Assessment* A1: DIAGNOSTIC: Unseen Product: ML Semiotics FAR comments only no mark</p> <p>A1a Presentation Assessment: FAR comments only no mark</p> <p>A1b Stand In Recreation Submission. For display & Peer Feedback.</p> <p>A2: C1SA Music Video Q2 Comparison</p> <p>And Live Marking Guided Teacher Self-Assessment Ongoing feedback for C3</p> <p><small>*We have fewer but more extensive assessments to recreate the conditions of the real exam. Pupils also receive feedback and actions to work when these formal assessments are marked. When learning about a set text, pupils will also practice PETE paragraphs (Point; Example; Terminology; Explanation)</small></p>	<p>Homework Tasks: 2-4 hrs a week (HW load more intense when students have to do C3 tasks) Revision of Set Texts Creation / completion of Revision Grids Research tasks in preparation for lessons. Reading tasks. Resources to support on Go4Schools/Teams</p> <p>Optional</p> <p>Mrs Fisher Revision Videos: Example Link Seneca Quizzes Quizlet Quizzes Brainscape.com</p> <p>The Media Magazine</p> <p>EDUQAS Component 1 Resources 1: Link EDUQAS Component 1 Resources 2: Link</p> <p>EDUQAS text and revision books are available in the library</p>

		They will receive feedback on these from the teacher through LIVE MARKING (as they are writing them). This will be done in rotation so not every paragraph will be marked by a teacher. But ALL PETE paragraphs will be subject to Guided Self-Assessment.	
Autumn 2	<p>Teacher 1</p> <p>C1SB: Film: <i>Black Panther + I, Daniel Blake</i></p> <p>C3 Skills development: Photoshop & Indesign Training and C3 Process: Film Marketing: Stand Alone Film Poster & Website Home page</p> <p>C3 Mock 1 Film Marketing: Contemporary vampire film that reinforces / challenges gender stereotypes. UK Poster / Foreign Poster / DVD / Web Pages</p> <p>Teacher 2</p> <p>TIDE</p> <p>C1SA Advertising Representation & Contexts: AND C1SB: AUDIENCE</p>	<p>Formal Assessments:</p> <p>A3: Music Video C1SA Riptide Q2</p> <p>A4: C1SA ADVERTISING: TIDE Q2 Comparison & C1SB Tide AUDIENCE</p> <p>A5 C1SB Film Industry</p> <p>And</p> <p>Live Marking</p> <p>Guided Teacher Self-Assessment</p> <p>Ongoing feedback for C3</p>	<p>Homework Tasks: 2-4 hrs a week (HW load more intense when students have to do C3 tasks)</p> <p>Revision of Set Texts</p> <p>Creation / completion of Revision Grids</p> <p>Research tasks in preparation for lessons.</p> <p>Reading tasks.</p> <p>Resources to support on Go4Schools/Teams</p> <p>Optional</p> <p>Mrs Fisher Revision Videos: Example Link</p> <p>Seneca Quizzes</p> <p>Quizlet Quizzes</p> <p>Brainscape.com</p> <p>The Media Magazine</p> <p>EDUQAS Component 1 Resources 1: Link</p> <p>EDUQAS Component 1 Resources 2: Link</p>

			EDUQAS text and revision books are available in the library
Spring 1	<p>Teacher 1 C1SB: Super.Humans AUDIENCE & Representation C3 Mock 2 Filming & editing a narrative sequence Mock revision</p> <p>Teacher 2 C1SB The Mirror Industry & Audience Mock revision</p>	<p>Formal Assessments</p> <p>FAR Opportunities And Mock</p>	<p>Homework Tasks: 2-4 hrs a week (HW load more intense when students have to do C3 tasks)</p> <p>Revision of Set Texts Creation / completion of Revision Grids Research tasks in preparation for lessons. Reading tasks. Resources to support on Go4Schools/Teams</p> <p>Optional</p> <p>Mrs Fisher Revision Videos: Example Link Seneca Quizzes Quizlet quizzes Brainscape.com</p> <p>The Media Magazine</p> <p>EDUQAS Component 1 Resources 1: Link EDUQAS Component 1 Resources 2: Link</p> <p>EDUQAS text and revision books are available in the library</p>
Spring 2	<p>Teacher 1 C3 NEA for 2026 Entry Introduction Brief & Research Product Selection Cover Sheet</p>	<p>Formal Assessment</p> <p>None</p> <p>A6 Black Mirror MI & Rep</p>	<p>Homework Tasks: 2-4 hrs a week (HW load more intense when students have to do C3 tasks)</p> <p>Revision of Set Texts Creation / completion of Revision Grids</p>

	<p>C3 Research 1, 2, 3 Planning Construction Task 1 and Task 2 April 7th PLANNING DEADLINE April 7th SOA DRAFT DEADLINE</p> <p>Teacher 2 C2: TV Industry Black Mirror</p>	<p>And ongoing feedback for C3</p> <p>Live Marking Guided Teacher Self Assessment Ongoing feedback for C3</p>	<p>Research tasks in preparation for lessons. Reading tasks. Resources to support on Go4Schools/Teams</p> <p>Optional</p> <p>Mrs Fisher Revision Videos: Example Link Seneca Quizzes Quizlet Quizzes Brainscape.com</p> <p>The Media Magazine</p> <p>EDUQAS Component 1 Resources 1: Link EDUQAS Component 1 Resources 2: Link</p> <p>EDUQAS text and revision books are available in the library</p>
Summer 1	<p>Teacher 1 C3 NEA for 2026 Entry Construction Continues</p> <p>May 9th FINAL SOA & Cover SHEET May 23rd CONSTRUCTION TASK 1 DRAFT DEADLINE</p> <p>Teacher 2 C2: TV Industry Black Mirror</p>	<p>Formal Assessment Ongoing feedback for C3 FAR Opportunities</p> <p>And Live Marking Guided Teacher Self Assessment Ongoing feedback for C3</p>	<p>Homework Tasks: 2-4 hrs a week (HW load more intense when students have to do C3 tasks)</p> <p>Revision of Set Texts Creation / completion of Revision Grids Research tasks in preparation for lessons. Reading tasks. Resources to support on Go4Schools/Teams</p> <p>Optional</p> <p>Mrs Fisher Revision Videos: Example Link Seneca Quizzes Quizlet Quizzes</p>

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Summer 2	<p>Teacher 1 C3 NEA for 2026 Entry Construction Continues:</p> <p>June 20th DRAFT Deadline Task 2</p> <p>Peer Feedback</p> <p>Teacher Feedback, ACTIONS & provisional grade</p> <p>Improve work based on feedback and ACTIONS:</p> <p>Final DEADLINE July 14th</p> <p>Teacher 2 C2: TV Industry Black Mirror</p>	<p>Formal Assessment C3 NEA Draft NOMINAL mark and grade A4: Black Mirror: ML & Rep Y12 Progress Exams</p> <p>And Live Marking Guided Teacher Self Assessment</p>	<p>Homework Tasks: 2-4 hrs a week (HW load more intense when students have to do C3 tasks)</p> <p>Revision of Set Texts Creation / completion of Revision Grids Research tasks in preparation for lessons. Reading tasks. Resources to support on Go4Schools/Teams</p> <p>Optional</p> <p>Mrs Fisher Revision Videos: Example Link Seneca Quizzes Quizlet Quizzes Brainscape.com</p> <p>The Media Magazine</p> <p>EDUQAS Component 1 Resources 1: Link EDUQAS Component 1 Resources 2: Link EDUQAS text and revision books are available in the library</p>



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