

KS5 – Year 12 – Media A Level

Term	Topic Titles	Brief Overview
1	<p>Intro to Media Studies</p> <p>Component 1 Section A - Media Products, Industries and Audiences (Film Marketing, Music Video, Adverts, News)</p> <p>Component 1 Section B - Media Products, Industries and Audiences - Newspapers and Film Marketing</p>	<p>Students cover the whole of RAIL and learn about the landscape of media including media issues and debates. Students are taught how to do a deep textual analysis</p> <p>Students learn to analyse critically and compare how media products, including products outside the commercial mainstream, construct and communicate meanings through the interaction of media language and audience response. They will learn and use a range of complex theories of media studies and use specialist media terminology appropriately in a developed way. Students learn to debate key questions relating to the social, cultural, political and economic role of the media through discursive writing. Our main focus is constructing and developing a sustained line of reasoning which is coherent, relevant, substantiated and logically structured in an extended response.</p>
	<p>Component 1 Section A - Media Products, Industries and Audiences (Film Marketing, Adverts)</p> <p>Component 1 Section B - Media Products, Industries and Audiences - Newspapers and Film Marketing</p>	<p>Students learn to analyse critically and compare how media products, including products outside the commercial mainstream, construct and communicate meanings through the interaction of media language and audience response. They will learn and use a range of complex theories of media studies and use specialist media terminology appropriately in a developed way. Students learn to debate key questions relating to the social, cultural, political and economic role of the media. Our main focus is constructing and developing a sustained line of reasoning which is coherent, relevant, substantiated and logically structured in an extended response.</p>
2	<p>Component 1 Section A - Media Products, Industries and Audiences (Music Videos)</p> <p>Component 1 Section A & B - Media Products, Industries and Audiences (Newspapers)</p>	<p>Students learn to analyse critically and compare how media products, including products outside the commercial mainstream, construct and communicate meanings through the interaction of media language and audience response. They will learn and use a range of complex theories of media studies and use specialist media terminology appropriately in a developed way. Students learn to debate key questions relating to the social, cultural, political and economic role of the media. Our main focus is constructing and developing a sustained line of reasoning which is coherent, relevant, substantiated and logically structured in an extended response.</p>
3	<p>Component 3 -Cross Media Production NEA</p>	<p>Students are given a brief set by the exam board. Students select their own choice of brief. Students complete a cross media production in response to the brief, this including research, filming and editing the products.</p>