

Year 12 Media Studies



Year 12 Subject Curriculum Information

	Key Question:	Specification:	Skill Focus:
Term 1:	What influence do contexts have on media production, distribution and circulation?	Component One: <ul style="list-style-type: none"> • Film Industry • Radio Industry and Audience • Advertising and Marketing • Media contexts 	AO1 Demonstrate knowledge and understanding of: <ul style="list-style-type: none"> • The theoretical framework of media • Contexts of media and their influence on media products and processes.
Term 2:	How do media products communicate meanings and construct representations?	Component One: <ul style="list-style-type: none"> • Music Video • Newspaper Industry and Audience • Video Game Industry and Audience • Media contexts 	AO2 Apply knowledge and understanding of the theoretical framework of media to: <ul style="list-style-type: none"> • Analyse media products, including in relation to their contexts and through the use of academic theories • Evaluate academic theories • Make judgements and draw conclusions.
Term 3:	Which elements of media language and representations apply to the set industry context and target audience?	Component Three: <ul style="list-style-type: none"> • Complete set task 1 and 2 from an assignment provided by the exam board • Set forms which could be completed are television, music advertising and marketing, film advertising and marketing or magazines 	AO3 Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.

Year 12 Subject Assessment Information

Assessment	Time/Venue	What will be assessed?
Assessment Point 1 and 2	<ul style="list-style-type: none"> • In class assessments • Autumn and Spring terms 	<ul style="list-style-type: none"> • Baseline • Component 1 Section A: Media Language and representation • Component 1 Section B: Media Industry and Audience
End of Year Assessment	<ul style="list-style-type: none"> • Formal Mock Examination • Summer term 	Component One (35% of qualification) Section A: Analysing Media Language and Representation <ul style="list-style-type: none"> • Set Forms: advertising, marketing, music video, newspapers Section B: Understanding Media Industries and Audiences <ul style="list-style-type: none"> • Set Forms: advertising, marketing, film, newspapers, radio, video games
NEA Submission	<ul style="list-style-type: none"> • Independent study • Throughout summer term 	Component Three (30% of qualification) <ul style="list-style-type: none"> • Cross Media Production based on two forms in response to a brief set by the exam board

