

## A level Media Studies – Scheme of Work 2017 / 2018

HOMEWORK           1         Introduction to 'Media' / Media Studies         Select own examples to bring in/present with research info.         Course guide. Worksheets, Powerpoints and relevant examples.           2         Own media consumption task Textual analysis         Written exercises, research. Illustrated timeline.         Relevant articles/images/ powerpoint.           3         Component One Section A: Advertising & Marketing         Ensure all examples are written up.         Relevant factsheets/articl es/images/ powerpoint.           4         Component One Section A: Nedia Language, Representation         Written examples are written up.         Relevant factsheets/articl es/images/ powerpoint.           4         Component One Section A: Nedia Language, Representation         Written research tasks, comparison, relevant         Relevant factsheets/articl es/images/ powerpoint.           5         Component One Section A: Nedia Language, Representation         Written research tasks, comparison, relevant         Relevant factsheets/articl es/images/ powerpoint.           5         Component One Section A: Nudience         Written research tasks, comparison, relevant         Relevant factsheets/articl es/images/           6         Component One Section A: Nudience         Written research tasks, comparison, relevant         Relevant factsheets/articl es/images/           6         Component One Section A: Nudience         Prelevant factsheets/articl es/images/           Advertising & Mar	WEEK	TOPIC	POSSIBLE/ SUGGESTED	AVAILABLE RESOURCES
StudiesStudiesexamples to bring in/present with research info.Worksheets, Powerpoints and relevant examples.2Own media consumption task Textual analysisWritten research info.Relevant examples.2Induction - Key concepts/theoretical framework Media history - overviewWritten exercises, research. Illustrated timeline.Relevant atticles/images/ powerpoint.3• Component One Section A: Advertising & Marketing • Media Language, Representation • Tide, WaterAid, Kiss of the VampireEnsure all examples are written up.Relevant factsheets/articl es/images/ powerpoint.4• Component One Section A: • Advertising & Marketing • Media Language, Representation • Tide, WaterAid, Kiss of the VampireWritten research tasks, comparison, relevant examples.Relevant factsheets/articl es/images/ powerpoint.5• Component One Section A: • Advertising & Marketing • Advertis				
2       Induction – key concepts/theoretical framework       Written exercises, research. Illustrated timeline.       Relevant articles/images/ powerpoint.         3       Component One Section A: Advertising & Marketing       Ensure all examples are written up.       Relevant factsheets/articl es/images/power rpoint.         4       Component One Section A: Nedia Language, Representation       Written examples are written up.       Relevant factsheets/articl es/images/power rpoint.         4       Component One Section A: Advertising & Marketing       Written research tasks, comparison, relevant examples.       Relevant factsheets/articl es/images/ powerpoint.         5       Component One Section A: Advertising & Marketing       Written research tasks, comparison, relevant examples.       Relevant factsheets/articl es/images/ powerpoint.         5       Component One Section A: Advertising & Marketing       Written research tasks, comparison, relevant examples.       Relevant factsheets/articl es/images/ powerpoint.         6       Component One Section A: Advertising & Marketing       Written research tasks, comparison, relevant examples.       Relevant factsheets/articl tasks, comparison, relevant es/images/ powerpoint.         6       Component One Section A: Advertising & Marketing       Written research tasks, comparison, relevant examples.       Relevant factsheets/articl tasks, comparison, relevant es/images/ powerpoint.         7       Independent practical task – plan/draft/construct an       Practical task.       Relevant fact	1	<ul> <li>Studies</li> <li>Icebreaker activities</li> <li>Go through course structure/course guide</li> <li>Own media consumption task</li> <li>Textual analysis</li> </ul>	examples to bring in/present with	Worksheets, Powerpoints and relevant
<ul> <li>Advertising &amp; Marketing</li> <li>Media Language, Representation</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Component One Section A:         <ul> <li>Advertising &amp; Marketing</li> <li>Media Language, Representation</li> <li>Tide, WaterAid, Kiss of the Vampire</li> </ul> <ul> <li>Media Language, Representation</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Media Language, Representation</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Component One Section A: Netries WaterAid, Kiss of the Vampire</li> </ul> </li> <li>5 Component One Section A: Advertising &amp; Marketing</li> <li>Audience</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Audience</li> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Advertising &amp; Marketing</li> <li>Advertising &amp; Marketing</li> <li>Tide, WaterAid, Kiss of the Vampire</li> </ul> <li>6 Component One Section A: Advertising &amp; Marketing</li> <li>Audience</li> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Advertising &amp; Marketing</li> <li>Advertising &amp; Marketing</li> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Exam focus – advertising (mock)</li> <li>7 Induction – practical skills</li> <li>Independent practical task – plan/draft/construct an</li>	2	<ul> <li>Induction – key concepts/theoretical framework</li> </ul>	exercises, research. Illustrated	articles/images/
<ul> <li>Advertising &amp; Marketing</li> <li>Media Language, Representation</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Component One Section A:</li> <li>Advertising &amp; Marketing</li> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Component One Section A:</li> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Advertising &amp; Marketing</li> <li>Advertising &amp; Marketing</li> <li>Advertising &amp; Marketing</li> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Exam focus – advertising (mock)</li> <li>Induction – practical skills</li> <li>Independent practical task – plan/draft/construct an</li> </ul>	3	<ul> <li>Advertising &amp; Marketing</li> <li>Media Language, Representation</li> <li>Tide, WaterAid, Kiss of the</li> </ul>	examples are	factsheets/articl es/images/powe
<ul> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Component One Section A:</li> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Audience</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Exam focus – advertising (mock)</li> <li>Induction – practical skills</li> <li>Independent practical task – plan/draft/construct an</li> </ul>	4	<ul> <li>Advertising &amp; Marketing</li> <li>Media Language, Representation</li> <li>Tide, WaterAid, Kiss of the</li> </ul>	research tasks, comparison, relevant	factsheets/articl es/images/
<ul> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Exam focus – advertising (mock)</li> <li>Induction – practical skills</li> <li>Independent practical task – plan/draft/construct an</li> </ul>	5	<ul> <li>Component One Section A:</li> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Tide, WaterAid, Kiss of the</li> </ul>	research tasks, comparison, relevant	factsheets/articl es/images/
Independent practical task – factsheets/articl plan/draft/construct an factsheets/articl es/images/		<ul> <li>Advertising &amp; Marketing</li> <li>Audience</li> <li>Tide, WaterAid, Kiss of the Vampire</li> <li>Exam focus – advertising (mock)</li> </ul>	research tasks, comparison, relevant examples.	factsheets/articl es/images/ powerpoint. Mock paper.
October Half term	7	<ul> <li>Independent practical task – plan/draft/construct an advert/film poster</li> </ul>	Practical task.	factsheets/articl



1	<ul> <li>Component One Section B:</li> <li>Film Industry</li> </ul>	Written research	Film extracts, relevant
	<ul> <li>Straight Outta Compton</li> </ul>	tasks,	factsheets/articl
		comparison,	es/images/
		relevant	powerpoint.
		examples.	
2	Industry I, Daniel Blake	Research,	Film extracts, relevant
	Practical task	practical task.	factsheets/articl
			es/images/
			powerpoint.
3	Component One Section A:	Written	Relevant
	<ul> <li>Newspapers</li> </ul>	research	factsheets/articl
	Media Language,	tasks, .	es/images/
	Representation	comparison, relevant	powerpoint.
	The Daily Mirror, The Times	examples.	
4	Component One Section A:	Essay.	Relevant
	<ul> <li>Newspapers</li> </ul>		factsheets/articl
	Media Language,		es/images/
	Representation		powerpoint.
	The Daily Mirror, The Times		
5	Component One Section A:	Written	Relevant
	Newspapers	research	factsheets/articl
	Media Language,	tasks, comparison,	es/images/ powerpoint.
	Representation	relevant	powerpoint.
	The Daily Mirror, The Times	examples.	
6	Component One Section A:	Preparatory	Relevant
	<ul> <li>Newspapers</li> </ul>	work for	factsheets/articl
	Media Language,	exam.	es/images/
	Representation		powerpoint. Mock paper.
	• The Daily Mirror, The Times		моск рарст.
7	<ul> <li>Exam focus (mock exam)</li> <li>Component One Section B:</li> </ul>	Written	Relevant
'	<ul> <li>Newspapers:</li> </ul>	research	factsheets/articl
	<ul> <li>Industry and audience</li> </ul>	tasks,	es/images/
	The Daily Mirror	comparison,	powerpoint.
	,	relevant	
	Christmas holiday	examples.	
1	Christmas holiday     Component One Section B:	Written	Relevant
	<ul> <li>Newspapers:</li> </ul>	research	factsheets/articl
	<ul> <li>Industry and audience</li> </ul>	tasks,	es/images/
	<ul> <li>The Times</li> </ul>	comparison,	powerpoint.
		relevant	
		examples.	Delevent
2	Component Two Section B:	Written research	Relevant factsheets/articl
	<ul> <li>Magazines</li> <li>Introduction &amp; industry</li> </ul>	tasks,	es/images/
		comparison,	powerpoint.
	overview: contexts	companaon.	
	overview; contexts	relevant	powerpoint.
3	overview; contexts     Historical product – Media		Relevant



	Language & Representation	research	factsheets/articl
		tasks,	es/images/
		comparison,	powerpoint.
		relevant	
		examples.	
4	<ul> <li>Historical product – Industry</li> </ul>	Written	Relevant
		research	factsheets/articl
		tasks,	es/images/
		comparison, relevant	powerpoint
		examples.	
5	Historical product – Audience	Written	Relevant
J	<ul> <li>Mock exam</li> </ul>	research	factsheets/articl
		tasks,	es/images/
		comparison,	powerpoint.
		relevant	
		examples.	
6	Contemporary non-mainstream	Written	Relevant
	product – Media Language &	research	factsheets/articl
	Representation	tasks,	es/images/
		comparison,	powerpoint.
		relevant	
	February half term	examples.	
1	Contemporary non-mainstream	Written	Relevant
•	product – <b>Industry</b>	research	factsheets/articl
	,,	tasks,	es/images/
		comparison,	powerpoint
		relevant	
	<b>-</b>	examples.	
2	Contemporary non-mainstream	Written	Relevant
	product – <b>Audience</b>	research tasks,	factsheets/articl
		comparison,	es/images/ powerpoint.
		relevant	powerpoint.
		examples.	
3	Comparison of products	Exam	Mock paper.
	• Exam focus (mock exam)	preparation	Exam
			papers/past
			questions/exam
			ple model
4	Company One Cratics A	Written	answers. Relevant
4	Component One Section A:	research	factsheets/articl
	Music video     Modia Language 8	tasks,	es/images/
	<ul> <li>Media Language &amp; Representation</li> </ul>	comparison,	powerpoint.
	<ul> <li>Dream or Formation; Riptide</li> </ul>	relevant	pono ponti
		examples.	
5	<ul> <li>Practical task – storyboard or</li> </ul>	Practical task.	Relevant
	film a section of a music video		resources.
	Easter Holiday		
1	Revision & mock exam –	Revision	Relevant
	Component 1/ Component 2B	packs;	revision
		exam	materials.



2	<ul> <li>Component 3</li> <li>Introduction to briefs, initial research/ ideas/ choose genre</li> </ul>	questions; Relevant examples. Component 3 research/prep.	Component 3 brief.
3	<ul> <li>Research - analysis of similar cross-media products (ML, reps, audience and industry, convergence)</li> <li>Audience – target/ positioning Secondary research: industry/ theory</li> </ul>	Component 3/Coursework research/ development.	Component 3 brief/other relevant materials.
4	<ul> <li>Draft planning. Pitch/ treatment</li> </ul>	Component 3/Coursework development.	Component 3 brief/other relevant materials.
5	<ul> <li>Detailed planning – both cross- media products. Plan for time/ resources.</li> <li>Submit statement of Aims &amp; Intentions</li> </ul>	Component 3/Coursework development.	Component 3 brief/other relevant materials.
6	<ul> <li>Production tasks for main product Filming/ copywriting/ design Construction/ editing Full</li> <li>draft/ rough cut of product 1 Teacher review</li> <li>Final draft for Component 3 Coursework to be completed by end of May 2018 – will form final year assessment</li> </ul>	Component 3/Coursework submission.	Component 3 brief/other relevant materials.