

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

WEEK	TOPIC	POSSIBLE/ SUGGESTED HOMEWORK	AVAILABLE RESOURCES
1	<ul style="list-style-type: none"> <li>• Introduction to 'Media' / Media Studies</li> <li>• Icebreaker activities</li> <li>• Go through course structure/course guide</li> <li>• Own media consumption task</li> <li>• Textual analysis</li> <li>• Representation</li> </ul>	Select own examples to bring in/present with research info.	Course guide. Worksheets, Powerpoints and relevant examples.
2	<ul style="list-style-type: none"> <li>• Induction – key concepts/theoretical framework</li> <li>• Media history - overview</li> </ul>	Written exercises, research. Illustrated timeline.	Relevant articles/images/ powerpoint.
3	<ul style="list-style-type: none"> <li>• <b>Component One Section A:</b></li> <li>• Advertising &amp; Marketing</li> <li>• <b>Media Language, Representation</b></li> <li>• Tide, WaterAid, Kiss of the Vampire</li> </ul>	Ensure all examples are written up.	Relevant factsheets/articles/images/powerpoint.
4	<ul style="list-style-type: none"> <li>• <b>Component One Section A:</b></li> <li>• Advertising &amp; Marketing</li> <li>• <b>Media Language, Representation</b></li> <li>• Tide, WaterAid, Kiss of the Vampire</li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/ powerpoint.
5	<ul style="list-style-type: none"> <li>• <b>Component One Section A:</b></li> <li>• Advertising &amp; Marketing</li> <li>• <b>Audience</b></li> <li>• Tide, WaterAid, Kiss of the Vampire</li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/ powerpoint.
6	<ul style="list-style-type: none"> <li>• <b>Component One Section A:</b></li> <li>• Advertising &amp; Marketing</li> <li>• <b>Audience</b></li> <li>• Tide, WaterAid, Kiss of the Vampire</li> <li>• <b>Exam focus – advertising (mock)</b></li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/ powerpoint. Mock paper.
7	<ul style="list-style-type: none"> <li>• <b>Induction – practical skills</b></li> <li>• <b>Independent practical task – plan/draft/construct an advert/film poster</b></li> </ul>	Practical task.	Relevant factsheets/articles/images/ powerpoint.
<b>October Half term</b>			

1	<ul style="list-style-type: none"> <li>• <b>Component One Section B:</b></li> <li>• Film Industry</li> <li>• Straight Outta Compton</li> </ul>	Written research tasks, comparison, relevant examples.	Film extracts, relevant factsheets/articles/images/powerpoint.
2	<ul style="list-style-type: none"> <li>• Industry I, Daniel Blake</li> <li>• Practical task</li> </ul>	Research, practical task.	Film extracts, relevant factsheets/articles/images/powerpoint.
3	<ul style="list-style-type: none"> <li>• <b>Component One Section A:</b></li> <li>• Newspapers</li> <li>• <b>Media Language, Representation</b></li> <li>• The Daily Mirror, The Times</li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/powerpoint.
4	<ul style="list-style-type: none"> <li>• <b>Component One Section A:</b></li> <li>• Newspapers</li> <li>• <b>Media Language, Representation</b></li> <li>• The Daily Mirror, The Times</li> </ul>	Essay.	Relevant factsheets/articles/images/powerpoint.
5	<ul style="list-style-type: none"> <li>• <b>Component One Section A:</b></li> <li>• Newspapers</li> <li>• <b>Media Language, Representation</b></li> <li>• The Daily Mirror, The Times</li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/powerpoint.
6	<ul style="list-style-type: none"> <li>• <b>Component One Section A:</b></li> <li>• Newspapers</li> <li>• <b>Media Language, Representation</b></li> <li>• The Daily Mirror, The Times</li> <li>• <b>Exam focus (mock exam)</b></li> </ul>	Preparatory work for exam.	Relevant factsheets/articles/images/powerpoint. Mock paper.
7	<ul style="list-style-type: none"> <li>• <b>Component One Section B:</b></li> <li>• Newspapers:</li> <li>• <b>Industry and audience</b></li> <li>• The Daily Mirror</li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/powerpoint.
<b>Christmas holiday</b>			
1	<ul style="list-style-type: none"> <li>• <b>Component One Section B:</b></li> <li>• Newspapers:</li> <li>• <b>Industry and audience</b></li> <li>• The Times</li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/powerpoint.
2	<ul style="list-style-type: none"> <li>• <b>Component Two Section B:</b></li> <li>• Magazines</li> <li>• <b>Introduction &amp; industry overview; contexts</b></li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/powerpoint.
3	<ul style="list-style-type: none"> <li>• Historical product – <b>Media</b></li> </ul>	Written	Relevant

	<b>Language &amp; Representation</b>	research tasks, comparison, relevant examples.	factsheets/articles/images/powerpoint.
4	<ul style="list-style-type: none"> <li>Historical product – <b>Industry</b></li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/powerpoint..
5	<ul style="list-style-type: none"> <li>Historical product – <b>Audience</b></li> <li><b>Mock exam</b></li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/powerpoint.
6	<ul style="list-style-type: none"> <li>Contemporary non-mainstream product – <b>Media Language &amp; Representation</b></li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/powerpoint.
<b>February half term</b>			
1	<ul style="list-style-type: none"> <li>Contemporary non-mainstream product – <b>Industry</b></li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/powerpoint..
2	<ul style="list-style-type: none"> <li>Contemporary non-mainstream product – <b>Audience</b></li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/powerpoint.
3	<ul style="list-style-type: none"> <li>Comparison of products</li> <li><b>Exam focus (mock exam)</b></li> </ul>	Exam preparation	Mock paper. Exam papers/past questions/example model answers.
4	<ul style="list-style-type: none"> <li>Component One Section A:</li> <li>Music video</li> <li><b>Media Language &amp; Representation</b></li> <li>Dream or Formation; Riptide</li> </ul>	Written research tasks, comparison, relevant examples.	Relevant factsheets/articles/images/powerpoint.
5	<ul style="list-style-type: none"> <li>Practical task – storyboard or film a section of a music video</li> </ul>	Practical task.	Relevant resources.
<b>Easter Holiday</b>			
1	<ul style="list-style-type: none"> <li>Revision &amp; mock exam – Component 1/ Component 2B</li> </ul>	Revision packs; exam	Relevant revision materials.

		questions; Relevant examples.	
2	<ul style="list-style-type: none"> <li>• <b>Component 3</b></li> <li>• Introduction to briefs, initial research/ ideas/ choose genre</li> </ul>	Component 3 research/ prep.	Component 3 brief.
3	<ul style="list-style-type: none"> <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 style="list-style-type: none"> <li>• Draft planning. Pitch/ treatment</li> </ul>	Component 3/Coursework development.	Component 3 brief/other relevant materials.
5	<ul style="list-style-type: none"> <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 style="list-style-type: none"> <li>• Production tasks for main product Filming/ copywriting/ design Construction/ editing Full draft/ rough cut of product 1 Teacher review</li> <li>• <b>Final draft for Component 3 Coursework to be completed by end of May 2018 – will form final year assessment</b></li> </ul>	Component 3/Coursework submission.	Component 3 brief/other relevant materials.