

St Cuthbert Mayne School Curriculum Map 2021-2022



Department: Media Year 13

Our media studies curriculum will help students living in Torbay:

- Appreciate how improving their media literacy skills now will broaden the opportunities they have for success in all areas of adult life.
- Learn how media language is an international language, has a rich and varied history, and how it has rapidly developed since the dawn of the digital age.
- Understand the wider context of their home in a small coastal town on the south coast of England, and be inspired to communicate with the wider world.

Key Stage 5 Curriculum Summary

We deliver a media studies curriculum that follows OCR's A Level syllabus, with a full A Level certificate earned through exams in the summer of Year 13, plus a practical coursework production usually completed by the summer of Year 12. The A Level develops the knowledge, understanding and skills of the GCSE and adds more complex case studies, media from other countries and a variety of academic theories that expand on and deepen the links between media producers and their audiences. The course is packed with content that ranges from the recent trend of using social media to spread news, to the evolution of the film industry since its accidental inception. Media is taught over 9 hours per fortnight by two specialist teachers. By the end of the course, our media students will be better prepared to live, work and thrive in a world where they are bombarded by (and create) an unbelievable amount of media from a previously unimaginable number of sources.

Autumn Term 1

Unit Title	News	Coursework Project (continued from Year 12)
Overview	This is a big unit which is tested long and hard in the exam papers. Students will explore the news industry to discover information about the ownership, regulation and finances while also looking into representations, bias and equality issues. Political allegiance and divisive coverage will be studied throughout the unit, and News companies' approaches to modern media and the problems of fake news also feature.	

Autumn Term 2

Unit Title	News (continued)	Evolution of the Radio Industry & Radio Audience
Overview		This unit is a case study of the Radio 1 Breakfast Show, from the beginning of the station's attempts to entertain the teen audience that went on to become the Baby Boomers to how today's always-online Generation Z are encouraged to participate.

Spring Term 1

Unit Title	Evolution of Video Games Industry & Audience	Representations & Language in Magazines
Overview	This unit is a case study of Minecraft and how it became one of the biggest selling media products of all time in the blink of an eye. Students explore the history of the games industry, how the nature of games has developed over time and that 'playing' a game now doesn't mean the same thing as it used to.	Students return to the print media form to study The Big Issue magazine and explore how a niche media production with a very narrow purpose represents the world it is surrounded by. We will need to know about the audience who buy The Big Issue, and know what they know... that often means politics, pop-culture, current affairs and cult film references.

Spring Term 2

Unit Title	Revision & Exam Preparation	
Overview	This unit does exactly what it says on the tin. Specifically: <ul style="list-style-type: none">● Paper 2:A - Evolution of Film Industry Ind & Aud● Paper 2:B - LFTVD	This unit does exactly what it says on the tin. Specifically: <ul style="list-style-type: none">● Paper 1:B - Reps & Lang of Music Videos● Paper 2:B - Evolution of Radio Ind & Aud

Summer Term 1

Unit Title	Revision & Exam Preparation	
Overview	This unit does exactly what it says on the tin. Specifically: <ul style="list-style-type: none">● Paper 1:A - News● Paper 1:B - Advertising	This unit does exactly what it says on the tin. Specifically: <ul style="list-style-type: none">● Theory Evaluations