

St Cuthbert Mayne School Curriculum Map 2023/2024



Department: Media Year 12

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	Evolution of the Film Industry & Film Audience	Media Language Practical Skills
Overview	This unit is a case study of Disney's evolution from family owned film studio to global conglomerate. It uses the two Jungle Book films from 1967 and 2016 as milestones in the company's history and also in the film industry's development as both an art-form and significant source of income.	This unit familiarises students with the terminology, equipment and techniques they need to succeed in all aspects of their A Level, and it's a lot fo fun exploring all the department has to offer: SLR cameras, DSLR video cameras, the drone camera, brand new iMacs, Adobe's full Creative Cloud programmes, and more!

Autumn Term 2

Unit Title	Representations & Language in Advertising & Marketing	Media Language Practical Skills (continued)
Overview	This unit explores advertising as a genre of print media, focusing on the messages hidden in images we are shown every day by companies who want both our money and our loyalty. Issues including stereotyping of gender, sexualities, ethnicities and age are put under the analytical microscope and evaluated.	

Spring Term

Unit Title	Contexts of Long Form TV Dramas	Representations & Language in Music Videos
Overview	<p>This unit explores TV from other countries, including the USA and a European nation. The aim of the unit is to compare the media of these countries from a wide range of perspectives and then offer reasons for their similarities and differences: it involves learning about the two countries including their histories, politics, cultures, economies and cultures, and applying that knowledge to how they produce TV dramas, what those dramas contain and how they are received by both their primary audiences and their global audiences. It's a big unit and only the coursework is worth more marks.</p>	<p>This unit is another case study, of two very different music videos by contrasting music artists. Students explore how the videos are technically constructed as well as identify the messages and representations of the music artists they feature. They will explore whether a music video is most influenced by an artist's image, the content of the music or the record label's target audience, and why.</p>

Summer Term

Unit Title	Contexts of Long Form TV Dramas (continued)	Coursework Project
Overview		<p>The coursework begins with a brief provided in March by the exam board, which changes every year. We know we will always be able to make a music video and an accompanying website, but will it be rock, pop or love ballads? And who will the target audience be? Students spend all summer term planning, researching and then creating their work using all the skills and equipment available. It's their coursework, so they're in charge of deciding what to do, when to do it and how to do it well.</p>