



Component 3

NEA – Brief Release annually 1st March

Students be introduced to the NEA and Canva/Photoshop. Students to research media industry and audiences of the chosen media industry. Students to use their knowledge and understanding of media language and representation in existing media products and apply to the creation of their own media product. Theoretical perspectives to be applied in the Statement of Aims.



Component 1 Section A & B

NHS 111 and Desert Islands Discs

Students will focus on all four areas of the theoretical framework in this topic: Media Language, Representation, Industry and Audience. They will analyse the meanings created in the NHS111 advert and apply relevant contexts. Students will also explore the workings of the radio industry and explore the role of public service broadcasters.



Component 1 Section A & B

Quality Street, The Man with the Golden Gun and No Time to Die

Students will focus on three areas of the theoretical framework in this topic: Media Language, Representation and Industry. They will explore historical and contemporary context issues such as patriarchy and the Oil Embargo. They will explore film industry, including regulation and ownership.



SUMMER
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Students will continue to create their own media product using the skills they have learnt throughout the year of the media theoretical framework. Students will demonstrate their knowledge an understanding of the theoretical framework throughout their NEA piece.



SUMMER
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Component 1 Section A & B

The Guardian and The Sun

Students will focus on all four areas of the theoretical framework in this topic. They will explore the current political contexts in society and explore how this affects representations of politicians. They will also explore the workings of the newspaper industry, focusing on ownership, technology and regulation.



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Component 1 Section A & B

GQ, Vogue and Fortnite

Students will focus on all four areas of the theoretical framework in this topic: Media Language, Representations, Industry and Audience. They will explore ethnical issues in society and political contexts. They will also explore the gaming and industry, including regulation and ownership and consider how video games target and attract audiences.



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SUMMER
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**Transition to Year 12 Media Studies
(for students who opt to take A-Level Media)**
Students will be provided with a summer bridging task to prepare them for the A-Level Media Studies course. This will require students to complete tasks in all 4 areas of the theoretical framework and will be assessed in the first week of the A-Level course.

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Exam Revision for C1 and C2
Students will complete a variety of revision tasks and activities for the formal examinations.

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**Component 2 Section B
TLC's Waterfalls**
Students will explore contemporary context, as well as historical context from the 1990s. They will explore music video conventions, analyse the connotations and meanings created and identify representations created in the music video

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**Component 2 Section B
Taylor Swift (The Man) and Stormzy
(Superheroes)**
Students will focus all four areas of the theoretical framework. They will explore the music industry, with a close focus on online media (e.g. websites and social media). Students will also contemporary contexts, as well as historical context surrounding patriarchy and racism.

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**Component 2 Section A
Modern Family and Friends**
Students will focus on all four areas of the theoretical framework in this topic. They will explore the global TV industry in a contemporary and historical context, as well as analysing key aspects of the two sitcoms.

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Component 1 Section B **I, Daniel Blake**

Students will explore the film industry, focusing on independent films. They will explore ownership, regulation and technologies and the issues contemporary society has placed on the film industry.

Component 1 Section B **Black Panther**

Students will explore the film industry, focusing on mainstream films. They will explore ownership, regulation and technologies and the issues contemporary society has placed on the film industry.

Component 1 Section A **Turntables Music Video**

Students will explore the context behind the music video focusing on issues of gender identity and ethnicity. They will also analyse how different representations are constructed.



Component 1 Section A **Kiss of the Vampire**

Students will explore horror genre conventions, how meaning is created and discuss how historical contexts affect representations e.g. patriarchy.

Component 1 Section A & B **Tide**

Students will explore advert conventions, how meaning is created and discuss historical contexts affect representations e.g. patriarchy/societal expectations. Students will also explore how audiences are targeted and how historical contexts can affect interpretations.

Component 1 Section A & B **Superhuman**

Students will explore the Channel 4 marketing campaign for the Paralympics, discuss issues surrounding disabilities and explore how audiences are targeted and how contexts can affect interpretations



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Component 1, Section A

Seventeen Going Under Music Video

Students will explore the context behind the music video focusing on issues of poverty and age. They will also analyse how different representations are constructed.

Component 1 Section A & B

The Daily Mirror and The Times

Students will explore the newspaper industry, focusing on political contexts, ownership, regulation and technology and the issues contemporary society has placed on the newspaper industry.



Component 1 Section B **Assassin's Creed Video Game Franchise**

Students will explore the gaming industry in this topic, focusing on ownership, regulation and technology and the issues contemporary society has placed on the gaming industry.

Component 1 Section B **Have you Heard George's Podcast?**

Students will also explore the workings of the radio industry, focusing on public service broadcasters and explore contemporary issues such as racism.



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SUMMER
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Exam Revision for C1 and C2
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Component 2 Section C
KSI and Attitude

Students will explore the online media industry. They will explore ownership, regulation, technologies and the issues contemporary society has placed on the online media industry. Students will also analyse the meanings created in the online media platforms and consider how contemporary and historical contexts affect representations.



Component 2 Section A
Black Mirror and The Returned

Students will explore the TV industry. They will explore ownership, regulation, technologies and the issues contemporary society has placed on the TV industry. Students will also analyse the meanings created in the programmes and consider how contemporary and historical contexts affect representations.

Component 2 Section B
Woman and Adbusters
Students will explore the magazine industry. They will explore ownership, regulation, technologies and the issues contemporary society has placed on the magazine industry. Students will also analyse the meanings created in the magazines and consider how contemporary and historical contexts affect representations.

