



Programmes of study 2018-19: SUBJECT: Media

	9	10	11	12	13
Autumn 1	Introduction to Media Studies – print and moving image texts	Introduction to Media Studies and moving image analysis - Edward Scissorhands	Coursework production - submission of final piece and statement of aims	Introduction to Media Studies, the key concepts and practical skills	Introduction to cross-media coursework briefs; research, planning and statement of aims
Autumn 2	Introduction to Advertising & Marketing	Advertising & Marketing – Quality Street, This Girl Can and Bond poster analysis	Audio-visual analysis and introduction of TV Crime Drama - Luther	Advertising and Marketing; media language and representation - Tide, WaterAid, Kiss of the Vampire	Production pieces created and final pieces submitted
Spring 1	Introduction to the film and video game industry	Film and video game industry analysis – Spectre and Pokémon Go	Radio analysis as evolving products – The Archers	Film industry analysis – Straight Outta Compton and I, Daniel Blake	TV introduction; English language and non – English language product comparison
Spring 2	Introduction to magazine analysis	Magazine analysis; media language and representation - Pride and GQ	Music video analysis; contemporary and historical comparison – Katie Perry/Bruno Mars/ Michael Jackson	Newspaper analysis; Media language and representation - The Daily Mirror and The Times. Industry and Audience - The Daily Mirror and The Times	Industry and audience analysis; radio – Late Night Women’s Hour, and video games - Assassin’s Creed III: Liberation
Summer 1	Introduction to newspaper analysis	Newspaper analysis; media language and representation – The Guardian and The Sun	Revision of all topics	Music video analysis; media language and representation – Riptide and Formation	Online Media; blogs and online magazines. Revision of all topics
Summer 2	Mock coursework (choice of briefs)	Coursework – research and planning for set briefs	Revision of all topics	Magazine analysis, historical and contemporary, mainstream and niche – The Big Issue and Vogue	Revision of all topics