

	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
<b>Year 12</b>	Media Language Skills	Music Videos and Radio	Newspapers	Magazines	Adverts	NEA
<b>Topic</b>						
<b>I am learning about:</b>	We learn about the use of Media Language in how it creates meaning, as well as understanding how Media fits into the modern world	We learn about the representation of music artists and the social cultural and historical context of this media form as well as the industry behind them	We explore the functionality of online news and how media language addresses a mixed-gender, mature, middle-class, 'progressive' audience. A focus on the ideology of newspapers and how the industry affects the content	We research aspects of the industry, including ownership and regulation. Students address language codes and conventions, and analyse the ways in which pairings of different magazine genres appeal to different audiences.	We look at how Media language shapes the adverts we see and how social and cultural context affect adverts and marketing of products.	Students will be expected to create various pieces of practical work that comply with a brief set each year by the exam board.
<b>Assessment</b>	Media language essay	End of unit assessment	End of unit assessment	End of unit assessment	End of unit assessment	Continued feed back
<b>Year 13</b>	Newspapers	NEA	Music Video and Adverts	Revision	Revision	
<b>Topic</b>						
<b>I am learning about:</b>	We explore the functionality of online news and how media language addresses a mixed-gender, mature, middle-class, 'progressive' audience. We focus on the ideology of newspapers and how the industry affects the content	Students will be expected to create various pieces of practical work that comply with a brief set each year by the exam board.	We learn about the representation of music artists and the social cultural and historical context of this media form as well as the industry behind them. We also look at how Media language shapes the adverts we see and how social and cultural context affect adverts and marketing of products.	Pulling together all their learning across the paper.	Pulling together all their learning across the paper.	
<b>Assessment</b>	End of unit assessment	End of unit assessment & PPE	End of unit assessment	End of unit assessment	End of unit assessment & PPE	