



MEDIA CURRICULUM LEARNING JOURNEY

Knowledge & Concepts increase students depth/ challenge and build on previous learning where topics are revisited throughout their learning journey

		Year 12	Year 13
		Component 1 Section A	Component 1 Section B & Component 2
Half Term 1	Topics	Learning Codes Camera Angles/ Visual Codes/ Genre & Advertising A/V	Film Industry
	Knowledge	Tokyo Paralympics <ul style="list-style-type: none"> Todorov Steve Neale Levi Strauss Roland Barthes 	Black Panther <ul style="list-style-type: none"> Fadama – Henry Jenkins Media Effects - Albert Bandura Structuralism – Levi Strauss Fandom – Clay Shirky

		Component 1 Section A	Component 1 Section B & Component 2 Section C & Component 1 Section A
Half Term 2	Topics	Advertising – Print	Film Industry
	Knowledge	Kiss of The Vampire <ul style="list-style-type: none"> Roland Barthes Gerbner Levi Strauss 	Black Panther & I Daniel Blake <ul style="list-style-type: none"> Regulation – Livingstone & Lunt and Curran & Seaton Audience – Target/ Positioning



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		Year 12	Year 13
		Component 2 Section A	Component 1 Section A
Half Term 3	Topics	Advertising [Print]	Media Language, Newspapers, Video Games
	Knowledge	Tide <ul style="list-style-type: none"> • Roland Barthes • Gerbner • Levi Strauss • Cultural Industries • Curran & Seaton 	Mirror/ Times <ul style="list-style-type: none"> • Stuart Hall • Semiotic Barthes & Levi Strauss • Video games – Industry & Audience • Assassins Creed 111 Liberation • Albert Bandura
		Component 2 Section A	Component 1 Section A
Half Term 4	Topics	Global TV	, Music Video
	Knowledge	Black Mirror <ul style="list-style-type: none"> • Industry • Post Modernism – Jean Baudrillard • Reception Theory – Stuart Hall • Gender Performance – Judith Butler • Audience • Semiotics – Roland Barthes • Theories of Representation – Stuart Hall • Ethnicity and Postcolonial theory – Paul Gilroy 	RIPTIDE V UNDERDOG – ALICIA KEYS <ul style="list-style-type: none"> • Stuart Hall • Semiotic Barthes & Levi Strauss • David Goodwin • Representation • Paul Gilroy



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		Year 12	Year 13
		Component 1 Section B	Component 2 On-line
Half Term 5	Topics	Newspapers & Radio	Zoella & Attitude
	Knowledge	Times & The Mirror <ul style="list-style-type: none"> • Woman's Hour • Radio – Industry & Audience; Late Night Woman's Hour • Roland Barthes • Levi Strauss 	Zoella & Attitude <ul style="list-style-type: none"> • Levi Strauss • Cultural Industries • Power & Media Industry – Curran & Seaton • Online media – industry & contexts • Postmodernism – Baudrillard • Fandom – Jenkins
		Component 2 Section B	Exam
Half Term 6	Topics	Magazines	Revision
	Knowledge	Vogue 1965 July & Big Issue 2016 <ul style="list-style-type: none"> • Ethnicity – Paul Gilroy • Identity – David Gauntlett • Regulation – Livingstone & Lunt and Curran & Seaton Representation 	Exams