

Year 12 Media Studies Cycle 1

| Week/ Topic | Knowledge to Master and Format of Mastery | Location of Key Knowledge | Knowledge Application Tasks for Mastery |
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| 1: Intro to YR 13, NEA assess, progress and plan. | What we are going to study this year, and where to locate information. Feedback on YR 12 exams. Plan NEA production. | Course Guide on TEAMS. NEA folder on TEAMS. Course Handbook | Assess content that needs to be created for NEA and schedule a timetable for completion. Identify issues that will get in your way, and communicate these to Miss Fabian. |
| 2: Industry theorists - Hesmondalgh | Hesmondalgh's theories on the Cultural Industries. How they differ from other industries, and how this applies to the set products. Focus on The Big Issue and Attitude. | Theory Folder on TEAMS The Big Issue folder on TEAMS | Read this article and explain how it illustrates Hesmondalgh's ideas about the cultural industries. https://www.bigissue.com/news/big-issue-25-untold-story-publishing-revolution-began/ |
| 3: The History of the printing press and the internet. | Understand how changes in technology bring about societal changes and alter the balance of power. Curran and Seaton analysed the role of the Media in power relations in the UK and globally. Be able to explain how The Mirror and The Times fit into the framework of power. | Newspaper Folder on TEAMS Study booklets | Watch this video (over 1 hour long). Explain how newspapers have a significant role in society and identify how they have power. https://www.youtube.com/watch?v=2FnbbgUIO4w |
| 4: Newspapers Context | Understand the landscape of the British Press and how The Mirror and The Times fit in. Understand their histories, the changes in technology and how that has affected the newspaper industry. Relate this to Hesmondalgh and Curran and Seaton. | Newspaper Folder on TEAMS Study booklets | Research the ownership and histories of The Mirror and The Times. Look at their websites and choose a story to analyse, identifying how the ownership of the newspaper is encoding ideologies. |
| 5: Livingstone and Lundt | Understand Livingstone and Lundt's ideas around regulation of the media, from film classification to the structure of the BBC. Understand how I Daniel Blake and Black Panther were classified, and the implications for audience and profitability. | Film Folder on TEAMS Study booklets | Go to the BBFC website: https://www.bbfc.co.uk/about-classification Explain why Black Panther and I Daniel Blake received the ratings they did. |

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| 6: I Daniel Blake and Black Panther – contexts. | Understand the detailed historical, cultural and socio-economic contexts of I Daniel Blake and Black Panther. Be able to apply all the Industry theories to these set texts. | Film Folder on TEAMS – study booklets. | Compare the tension between ideological and commercial motivations behind the two films and explain how this illustrated Hesmondhalgh's idea that the Cultural Industries are different to other industries. |
| 7: The BBC and Channel 4 | Understand what Public Broadcasting is, it's history and significance. Understand how the BBC and Channel 4 are structured and regulated and how they differ from commercial television companies. Be able to apply the Industry theorists to the Public Service Broadcasters. | Public Service Broadcast Folder on TEAMS Study booklets | Research the remits of the Public Service Broadcasters relevant to set products: BBC 4, Channel 4 and BBC Radio 4. Create detailed notes of these remits so you can explain how the set texts fit them. |
| 8: Woman's hour | Understand the history, contexts, audience and representation of BBC Radio 4's Woman's Hour. | Woman's Hour folder on TEAMS. Website: https://www.bbc.co.uk/programmes/b007qlvb | Listen to an episode of Woman's Hour. Identify how it targets its audience, and how it fulfils the remit of Radio 4 and the BBC as a whole. |
| 9: Assassins Creed Franchise – Industry | Understand the history of the video game industry, the change in technology and influence on the nature of games created. Understand the specific history, evolution and success of the Assassins Creed franchise. | Assassins Creed folder on TEAMS. https://www.historyhit.com/gaming/assassins-creed-games-in-order/ | https://www.essentialmediatheory.com/apply-theory/9lcd/livingstone-and-lunt/assassin-s-creed Read the article and discuss why AC has the rating it has. What are your opinions on the age rating for AC and other computer games? |
| 10:Applying Industry theories to set products. | Understand how to apply the Industry theorists to set products and fulfil the success criteria in exam questions. | Exam preparation folder and exemplar essays on TEAMS. | Complete this worksheet: chrome-extension://efaidnbnmnibpcjpcgldefindmkaj/https://static.wixstatic.com/ugd/9833b8_36e215671a4e43388c2e860fba22736a.pdf |
| 11 | Assessment week | | |