

Year 12 Media Studies Curriculum

Autumn Term 2018-19



Curriculum Content	Assessment	What homework will they have?	I'm not an expert, so how can I help?
What will my child be studying this term? <ul style="list-style-type: none">Component 1 Section A: Advertising and MarketingComponent 1 Section A: NewspapersComponent 1 Section A: Music VideosComponent 1 Section B: Film Industry	This term, pupils will be assessed on their learning of Component 1: Section A through exam style responses.	Homework will consist of research and exam style responses for the covered areas of Component 1.	Students are required to supplement their classwork with independent research of a variety of media texts, both printed and audio-visual. You can help to encourage your child to research other areas of the media.
Content covered: <ul style="list-style-type: none">Component 1 Section A: Advertising and Marketing focused on Audience, Media Language and representation.<ul style="list-style-type: none">Tide AdvertisementWater Aid AdvertisementKiss of the Vampire advertisementComponent 1 Section A: Newspapers focused on Audience, Media Language, Industries and representation<ul style="list-style-type: none">The Daily MirrorThe TimesComponent 1 Section A: Music Videos focused on Media Language and representation<ul style="list-style-type: none">Formation: BeyoncéComponent 1 Section B: Film Industry focused on marketing, production, distribution, ownership, regulation, stars and context<ul style="list-style-type: none">Straight Outta ComptonI, Daniel Blake			
Literacy and numeracy: <p>Students will write extended responses to analysis questions to practise their writing for the Component 1 examination. Work is marked for literacy and the highest standard of written expression is expected in coursework.</p>			
What can I do to help my child? <p>Ask your child about the requirements of the examination paper. If possible, discuss the relevant media set texts with them. Ask to see drafts of their written and practical coursework</p>			
Additional resources and details of core texts used: <p>Study and revision guides are easily available from bookshops and online retailers if students choose to purchase their own copies. Look out for resources which are specifically designed to support WJEC Eduqas A Level Media Studies</p>			
Teaching group arrangements: <p>Media Studies is taught in a single, mixed-ability group.</p>			
Where can I get more advice? <p>Mrs K Hathaway – KHathaway@stratfordschool.co.uk. Please include the name of your child for reference.</p>			