

Subject: Media Studies

Date	Exams/ Assess	Unit(s)
2/9/24		<ul style="list-style-type: none"> Introduction to Media Studies: focus on what is media language – analyse a wide variety of ‘unseen’ products. Basic theories introduction: uses & gratifications, narrative & character archetype theory. Focus on BBFC regulation & intro. to the Male Gaze theory. <p>Comp. 1 James Bond <i>The Man With The Golden Gun</i> poster analysis (and clips from film) & <i>No Time To Die</i> poster analysis (and DVD sleeve analysis/clips from film) <i>James Bond website analysis and brief written assessment analysing the POSTERS</i></p>
9/9/24		
16/9/24		
23/9/24		
30/09/24		
7/10/24		
14/10/24		
21/10/24		
4/11/24		<ul style="list-style-type: none"> Intro. audience segmentation, Consumer theory & psychographics –applied to ‘unseen’ ads inc. ‘historical’ advertising texts: Advertising regulation & the ASA Comp. 1 Quality Street, brand history & development over time: set text. Comp. 1 This Girl Can set text: intro. to public health campaigns & general background of TGC inc. AV ads (esp. 2015) & set text. <p><i>Informal assessment: ‘Mock’ NEA print ad. brief – launch own product tbc over xmas.</i></p>
11/11/24		
18/11/24		
25/11/24		
2/12/24		
9/12/24		
16/12/24		
6/1/25		
13/1/25		<p>Revision of key terminology, theory and analysis of comparable unseen texts.</p> <p>Component 1 Section A practise exam questions to be sat in formal conditions assessing one of the set advertising texts compared with an ‘unseen’ advert.</p> <ul style="list-style-type: none"> Introduction to Comp. 2 Music Videos: brief focus on industry & MTV 1980s context. Focus on Duran Duran's 'Rio' (set hist. text) in depth textual analysis <i>Informal assessment: storyboard ‘Rio’, applying relevant theory.</i>
20/1/25		
27/1/25		
3/2/25		
10/2/25		
24/2/25		
3/3/25		
10/3/25		
17/3/25		<ul style="list-style-type: none"> Modern music industry introduction, focus on Taylor Swift: representation, use of social media, website & back catalogue of music videos. Focus on Taylor Swift's music video ‘The Man’, applying narrative, character & representation theory. Any magazines that represent T.S. (or J.B.) analysed as intro. to mag. industry Introduction to Justin Bieber: representation on social media, website & videos.
24/3/25		
31/3/25		
21/4/25		
28/4/25		
5/5/25		
12/5/25		
19/5/25		
2/6/25		<p>Revision of all 3 set text music artists & videos in prep. for end of year exam.</p> <p>End of Year exam will be a Component 2 Section B practise question (music industry) and will focus on a comparison of the representation of gender.</p> <ul style="list-style-type: none"> Intro. Vogue magazine (Comp. 1 set text) research history of the brand. Analysis of Vogue magazine set text cover – ‘Malala’. Intro. to the 2026 Comp. 3 NEA briefs: research and planning. <p>General research relevant to briefs chosen and analysis of style models.</p>
9/6/25		
16/6/25		
23/6/25		
30/6/25		
7/7/25		
14/7/25		