

Media Studies

Year 12

Curriculum Overview

Intent: Year 12 - In Year 12, students embark on a deep dive into the foundational concepts of Media Studies through Component

1. They explore how the media constructs meaning using media language and representation across a range of set texts, including advertisements, music videos, newspapers, and film marketing. Alongside textual analysis, students develop critical awareness of media industries and audiences, learning how products are shaped by context, ownership, regulation and target demographics. Students will also study relevant media theories, applying these to both set products and unseen media texts. By the end of Year 12, learners will be analytical, media-literate thinkers who are ready for in-depth comparative work in Year 13.

	AUTUMN 1	AUTUMN 2	SPRING 1	SPRING 2	SUMMER 1	SUMMER 2
	Assessment 1			Assessment 2		
Core Course Topic:	Intro to Media Language & Representation: Focus on <i>Tide</i> , <i>Kiss of the Vampire</i> , <i>Super.Human</i> .	AV Advertising, Music Video & Newspaper Representation: <i>Formation</i> , <i>Riptide</i> , <i>The Times</i> , <i>Mirror</i>	Industries & Audiences: Film (<i>I</i> , <i>Daniel Blake</i> & <i>Black Panther</i>), Radio (<i>George's Podcast</i>), Games (<i>Assassin's Creed</i>)	Exam Structure & Unseen Practice: Comparative and stepped-question skill	Component 1 Final Revision: Timed essays & theory application	Intro to NEA: Mini production project to prepare for Component 3
Additional support links:	Eduqas digital hub, Seneca, Quizlet, Media Theory Booklet	Coursework guides, exemplar texts, grammar and writing tools online	WJEC Fact Files, BBC Sounds, BFI resources	Past papers, WAGOLLS, timed writing frames	Examiner reports, mark schemes, practice papers	NEA brief analysis, genre exemplars
Knowledge:	How media language creates meaning; key codes & conventions; 1950s representation	Essay scaffolds, visual code handouts, YouTube clips	Knowledge of industry models (ownership, funding, regulation); audience categorisation and theory	How context shapes production and reception; theory application and synthesis	Deepened understanding of all Component 1 set texts and theories	Knowledge of genre/form requirements for NEA briefs
Skills:	Media language analysis, annotation, decoding signs and meaning	Comparative essay writing, structuring 30-mark responses, applying theory to text	Essay writing, linking text to industrial and audience issues, referencing theorists	Critical comparison, timing practice, argument building, using unseen prompts	Timed extended responses, judgement-based essay structure, peer/self-assessment	Planning media products, applying conventions, writing statements of intent