

The English and Media Studies department at Wexham School
Media Studies Curriculum Map



Term	Year 10	Year 11	Year 12	Year 13
Autumn 1	Knowledge component 1, section A: advertising and marketing. Students are introduced to the course through their exploration of two key advertising campaigns of recent years.	Component 2 section A begins with a forensic (almost literally) look at some iconic British crime dramas. Students consider the terminology, the conventions and the popularity of this much-loved genre.	The A Level media course is taught using the following units and set texts (subject to change if dictated by the exam board). Component 1: advertising and marketing (Tide, Water Aid, Kiss of the Vampire) music videos (Formation and Rip Tide) Newspapers (The Daily Mail and The Times) Film (I, Daniel Blake and Black Panther) Radio (Late Night Women's Hour) and Video games (Assassin's Creed, liberation).	
Autumn 2	Sections A and B: we explore the film industry by considering the iconic presentation of Britain's best-known spy... Section A: magazines we turn our attention to the print media, with a specific focus on <i>Pride</i> and <i>GQ</i> magazine.	We take a look again at the coursework task, allowing students some time to work on their skills for editing and refining their work (crucial skills to embed for adult life). Radio: Students explore a media genre through an iconic classic of British radio, <i>The Archers</i> .	Component 2: Documentaries (The Jinx and No Burqas Behind Bars), magazines and alternative media (Huck and Women's Realm) Media in the online age (Zoella and Attitude). Component 3: Based around news briefs, released each year by the exam board.	
Spring 1	During this term, we spend some time embedding key knowledge through an exploration of video games and the intricate workings of this complex industry.	Newspapers: More relevant and controversial than ever before, students now consider the values, conventions, ethics and flaws of the newspaper industry.	The range and diversity of material covered in this course allows students to develop their critical skills, while engaging in relevant discussion about our society and the way the modern world expresses itself.	
Spring 2	Exam skills: before the coursework unit begins, time is dedicated to learning and refining exam skills of this discipline.	Music videos: a genre which has become an ever more popular method for communicating contemporary ideas, controversies and beliefs-our students explore the music video.		
Summer 1 & 2	Coursework: students work independently and creatively on a project which allows them to cultivate and embed the skills they have learnt throughout the year.			