



Media Studies

A Level

Media Studies

Curriculum Planner

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YEAR 12

AUTUMN

Autumn 1: Unit G322

Section A: Textual Analysis (Television Drama) – Examined unit

- Induction week. Possible activity: Small practical activity using phones/cameras to learn about media language and editing by re-editing the opening sequence to a television drama.
- Introduce media language by focusing on the four technical areas (editing, sound, mise-en-scène and camerawork) and associated terminology.
- Through clip analysis, develop understanding of representation, exam technique and application of terminology to areas of representation.
- Small practical activity exploring representation.
- Slot in Prelim (if doing film option for Foundation Portfolio) using script from television drama, putting knowledge of editing, sound, mise-en-scène and camerawork into action.

Materials

- Michael Parkes *Alternative Approaches to Textual Analysis* (2013 OCR Media Studies Conference) (<http://prezi.com/zzqilxhb6i-p/alternative-approaches-to-teaching-textual-analysis/>)
- Michael Parkes *Approaches to Teaching Editing*, (2014 OCR Media Studies Conference), <http://ocrmediaconference2014.weebly.com/index.html>
- OCR scheme of work and lessons plans – Unit G322 and G323 – Key Media Concepts (Scheme of work and lesson plan booklet), <http://www.ocr.org.uk/qualifications/as-a-level-gce-media-studies-h140-h540/>
- www.candimedia6.blogspot.com link to Television Drama blog
- *The Media Teacher's Book* (Second edition): Julian McDougall and Nick Potamitis.

Autumn 2: Unit G322

Section B: Institutions and Audiences – Examined Unit

- Student-led practical activity to produce a text from this industry, mirroring industry practices, focusing on the production, distribution and exchange of this product.
- Contextualise student understanding of the industry by exploring contrasting real examples. Compare real and students' own experiences.
- Encourage students to research additional real examples.
- Focus on seven bullet point prompts in section B of G322 in the specification.
- Use blog, or similar, to store materials for revision later in the year.
- Holiday research task to prepare for foundation portfolio: researching products related to the brief chosen.

Materials

- Rebecca Morris and Mary Berrisford *Active Approaches to Audience and Institutions*, OCR Media Studies Conference 2013 (<http://ocrmedia13links.weebly.com/morris--berrisford.html>) and www.candimedia6.blogspot.com

SPRING

Spring 1: Unit G321

Foundation Portfolio – Coursework

- Analyse real media products, research audiences, research institutions.
- Plan, draft, and pitch.
- Opportunity to practise blogging skills by recording all research and planning on blog. Evidence is needed for submission later in the term, although this doesn't have to be electronic for AS.
- Remember to slot in prelim if not completed earlier in the year.
- Introduce students to the evaluation early by setting draft deadlines for some of the questions, such as questions 3, 4 and 5.

Materials

- Dave Harrison *Teaching Magazine Production*, OCR Media Studies Conference 2013 (<http://ocrmedia13links.weebly.com/index.html>)
- www.candimedia6.blogspot.com for materials on teaching high school movie or thriller for film option.

Spring 2: Unit G321

Foundation Portfolio – Coursework

- Produce main task. Allow time for a rough-cut or interim deadline to obtain useful feedback for evaluation later in the term.
- Evaluate main and ancillary task electronically, using one of the methods outlined in the specification.
- If doing the film option then set up marketing campaign for the release of the film to mirror processes in film industry, and to draw links with G322 section B.

Materials

- Kirsty Lowdon *Better Blogging for Coursework*, OCR Media Studies Conference 2014 <http://ocrmediaconference2014.weebly.com/workshops.html>
- Examples of previous student work can be found on the OCR Weebly <http://ocrmediastudies.weebly.com>

SUMMER

Summer 1: Unit G321 and Unit G322

Unit G321

- Complete evaluation.
- Mark and moderate work before 15th May deadline.

Unit G322

- Revise and prepare for the exam.

EXAM SESSION

Summer 2: Unit G324

Preparation for Unit G324: Advanced Portfolio – Coursework

- Focus on skills development through a small practical activity to prepare students for the demands of the A2 course, and which will give them a frame of reference for their skill level when preparing for Section A of the exam.
- Possible example for Brief 1: make 30 second re-make of an iconic dance sequence from a well-known music video, along with a two panel digipak, and distribute it online. Students will be able to compare print skills and video-making skills with those developed during G324 proper, which will help with section 1a of the A2 exam.
- Set summer work: students complete a skills audit focusing on their skills in digital technology, post production, research and planning, and using conventions from real media texts to feed into Section 1a of the A2 exam.

YEAR 13

AUTUMN

Autumn 1: Unit G324

Advanced Portfolio – Coursework

- Research and analyse existing products, audiences and institutions.
- Plan, draft and pitch main and ancillary productions.
- Integrate blogging and/or research into every lesson through a 'checklist' with extension opportunities.
- Encourage students to reflect on the skills they are developing through conducting research and through planning and through using conventions from real media texts, at intervals during this term to feed into Section 1a of exam. Use the blog, or whichever digital method of recording research and planning is used for this. Set up evaluation question 1 in draft form early.

Autumn 2: Unit G324

Advanced Portfolio – Coursework

- Produce three linked tasks.
- Include a rough cut or interim deadline so that students can obtain audience feedback on strengths and weaknesses of their productions, which will help them with question 3 of the evaluation.
- Final deadline.
- Set up remainder of evaluation over the holidays.

SPRING

Spring 1: Unit G324 and G325

Unit G324: Advanced Portfolio – Coursework

- Finish off the evaluation, perhaps allowing around a week or two of term.

Unit G325: Critical Perspectives in Media Studies – Examined unit

- Simultaneously teach Section A and Section B to allow enough time for students to develop their ideas and understanding gradually. Allow one lesson, or half a week, for each unit.

Section A

- Get students to reflect back on work completed during the research and planning stages of the production in Autumn 1 and 2.
- Look back at summer work skills audit.
- Produce timelines, using TimeToast¹ or similar, of skills development across the two years.

Section B

- Introduce the contemporary Media Issue. Decide on case study materials and relevant theory, and encourage students to choose some/one of their own to stretch their knowledge outside of the classroom debate. Use four specification prompts to guide you through, remembering importance of historical context, future gazing and studying a minimum of two different media.

Materials (Unit G325)

- *The Media Teacher's Book* (second edition) Julian McDougall and Nick Potamitis (2010)
- Julian McDougall *Teaching Contemporary Media Issues: Some Classroom Approaches*, 2013 OCR Media Studies Conference (<http://ocrmedia13links.weebly.com/mcdougall.html>)

¹Timetoast is an internet based timeline creator: www.timetoast.com

Spring 2: Unit G325

Section A: Critical Perspectives in Media – Examined unit

- Focus on question 1b.
- Pick one product and identify appropriate theory to allow students to explore all five concepts in relation to the product.
- Aim for a minimum of two contrasting theories for each conceptual area.
- Encourage students to explore a third theory for themselves.

Section B

- Continue with text analysis and associated theory.
- Integrate independent research task, encouraging students to research a relevant text of their own.

Materials (Section 1b)

- *Media Studies: Theories and Approaches*, Dan Laughey (2009)
- *Key Themes in Media Theory*, Dan Laughey (2007)

SUMMER

Summer 1: Unit G325

Critical Perspectives in Media Studies. Examined unit.

- Exam practice in both units.
- Mock.
- Mark and moderate coursework by 15th May.

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OCR Resources: *the small print*

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