

Year 11 Media Studies					
Term One					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Complete NEA					
Component 3: research and planning of ideas based on the set brief, developing initial creative concepts and visual direction Statement of aims: completion of a formal statement outlining intent, target audience, purpose and intended outcomes of the coursework Photoshoots: planning and execution of appropriate photography in line with the brief, including composition, mise-en-scène and subject choice Image editing: development and refinement of images using appropriate editing techniques to support intended meaning and style First draft production: creation of an initial draft of one coursework element, demonstrating application of research, planning and media skills					
Term Two					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Complete NEA					
Completion of first draft of all coursework elements: production of full initial versions of all required components in line with the brief Feedback response and refinement: reviewing teacher/peer feedback and making appropriate edits and improvements to strengthen outcomes and meet assessment criteria Alignment with brief: ensuring all coursework elements consistently meet the requirements of the set brief in terms of purpose, audience and conventions Authentication and signatures: completion of required authentication processes, including signatures from those involved to confirm originality and compliance with coursework regulations					
Term Three					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Modern Family / Friends					
Knowledge and understanding of sitcom as a media form and its conventions US vs UK sitcoms: comparison of style, humour, structure, audience appeal and cultural differences between US and UK sitcoms Friends: analysis of media language, representation, industry context and audience positioning within a long-running US sitcom Modern Family: analysis of media language, representation, industry context and audience positioning within a contemporary US sitcom Media language: exploration of how sitcom meaning is constructed through dialogue, mise-en-scène, editing, performance and narrative structure Representation: analysis of how characters, family structures, gender roles and social identities are portrayed in sitcoms Industry: study of production, distribution, ownership models and how sitcoms are commissioned and sustained across series Audience: exploration of audience expectations, consumption patterns and engagement, including differences across demographics and cultures					

Term Four					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Taylor Swift - The Man		Stormzy - Superheroes		TLC - Waterfalls	
Understanding the pop music industry and how artists construct and maintain global brands Music video types: exploration of performance, narrative and concept music videos and their conventions History of Taylor Swift: overview of Taylor Swift’s career development, genre shifts and evolving public persona Media language in music videos: analysis of how meaning is created through visuals, editing, mise-en-scène, performance and cinematography Representation in music videos: examination of gender, identity, power and celebrity representation in music video texts Music industry: study of production, distribution, ownership and the role of major labels and artists in shaping content Social media as a selling platform: exploration of how platforms like Instagram, TikTok and YouTube are used for promotion, branding and audience engagement Target audience: analysis of how music videos are designed to appeal to specific demographic and psychographic audience groups		Understanding the grime and hip-hop industry and its cultural significance in the UK music scene Black Lives Matter: exploration of the movement and its influence on music, representation and political messaging in media COVID-19: consideration of how the pandemic impacted the music industry, production, distribution and audience consumption Music industry and Stormzy: study of Stormzy’s career, branding, independence (including Merky Records) and industry position Target audience: analysis of Stormzy’s appeal to different audience groups and how content is tailored to them Media language in music videos: examination of how meaning is constructed through visual and technical codes in music video texts Representation in music videos: analysis of identity, race, power and community representation in Stormzy’s work Merky Foundation: exploration of Stormzy’s philanthropic work and its impact on public image and cultural influence Online Stormzy: analysis of digital presence, social media branding and online engagement with audiences		Exploration of the music video as a set text within the R&B/hip-hop genre Contexts of TLC: understanding the historical, social and cultural context of the group and the issues addressed in their work Media language: analysis of how meaning is created through visual, technical and audio codes in the Waterfalls music video Representation: examination of how issues such as social inequality, health and crime are represented and communicated to audiences	
Term Five					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Revision					
Revision of Component 1: consolidation and review of all studied set texts, key concepts and theoretical frameworks Media forms and contexts: revisiting understanding of different media industries, forms and their historical, social, cultural and political contexts Media language: reinforcing analysis of how meaning is created through visual, technical and linguistic codes across media texts Representation: revisiting how people, groups, events and issues are constructed across different media forms and texts Audience and industry: review of audience theories, target audiences, consumption habits and key industry structures Exam preparation: practising application of knowledge to exam-style questions and unseen texts to build confidence and accuracy					
Term Six					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Revision and Exams					
Revision of Component 2: consolidation and review of all examined elements, excluding coursework Media forms and conventions: revisiting understanding of how different media products are constructed and how conventions are applied Media language: reinforcing analysis of visual, technical and linguistic codes across studied texts and unseen materials Representation: revisiting how people, groups, events and issues are constructed across media texts Audience and industry: review of audience theories, targeting, consumption and key industry structures and practices Contexts: revisiting historical, social, cultural and political influences on media production and interpretation Exam preparation: practising application of knowledge to exam-style questions and unseen texts, building exam technique and confidence					