

Year 11 Media

Year 11 builds upon established analytical techniques developed throughout the Year 10 programme of study. Students are stretched through developing understanding of audio-visual texts in music video and television, as well as demonstrating their understanding through practical application in the NEA (non-examined assessment). NEA consists of researching, planning and producing their own magazine production, conforming to the constraints set within the exam board's brief. During the production, students create all their own content, including images and articles. Throughout Year 11, students develop their exam technique through exam practice within the classroom as well as under mock exam conditions in order to prepare for the final summer examinations.

Methods of deepening and securing knowledge:

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| Interleaving | Students study all parts of the theoretical framework and this is repeated throughout the course. Weekly flashback/throwback tasks reflect upon past texts to keep knowledge fresh and consolidate prior learning. |
| Elaboration | Students conduct a number of in-depth, analytical case studies on set texts. Theories are also studied in depth. |
| Knowledge Organisers | Knowledge organisers are used at the end of each set text as a summary document in order for students to consolidate their knowledge. It allows them to build up a bank of knowledge for revision purposes. |
| Modelling | Scaffolding and modelled answers are provided as part of feedback to develop knowledge. |

| | Autumn term 1 | Autumn term 2 | Spring term 1 |
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| Topic(s) | <p>Component 2: Section B Music Video</p> <p>Recap:</p> <ul style="list-style-type: none"> Taylor Swift Bad Blood. Pharrell Williams Freedom. <p>Historical text:</p> <ul style="list-style-type: none"> TLC Waterfalls. <p>Introduction to NEA: Research.</p> | <p>Component 3: NEA Planning & Production</p> <p>Magazine production.</p> <p>Trial Exam Preparation.</p> | <p>Component 3: NEA</p> <p>Complete, refine and submit magazine production.</p> <p>Component 2: Section A Television.</p> <p>Introduction to Crime Drama.</p> |
| Assessment | End of topic in-class assessments. | Year 11 Trial Exam 1. Formative assessment of NEA. | Year 11 Trial Exam 2. Formative assessment of NEA. |

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| CEIAG <i>(Careers that are linked to that topic)</i> | Further exploration of the changing media industry, specifically how technology has reformed how media is marketed and distributed. | Students develop practical media production skills and experience the role of designer, journalist and editor; increasing awareness of job roles and career opportunities within the media industry. | Students develop practical media production skills and experience the role of designer, journalist and editor; increasing awareness of job roles and career opportunities within the media industry. |
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| | Spring term 2 | Summer term 1 | Summer term 2 |
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| Topic(s) | Component 2: Section A Television Crime Drama: <ul style="list-style-type: none"> • Luther. • The Sweeney. | Component 2: Section A Television <ul style="list-style-type: none"> • Industry. • Audience. Revision. | |
| Assessment | End of topic in-class assessment. Final assessment of NEA submitted to EDUQAS.. | EDUQAS Component 1 Exam. EDUQAS Component 2 Exam. | |
| CEIAG <i>(Careers that are linked to that topic)</i> | Students develop understanding of the long term appeal of flagship products within the media industry, recognising how producers create a USP to maintain audience engagement. | Exploration of the changing media industry, specifically how technology has reformed how media is produced, marketed and distributed. | |

Independent Study

A variety of independent study is set to consolidate classroom learning, making use of online platforms and digital teaching resources such as Youtube and Seneca. NEA requires independent work from students outside of the classroom to complete photoshoots for their media productions. Independent revision activities are also set following a revision schedule, structured around mock exams and final summer examinations.