**KS5 Media Studies SOW Intent – GCE Media Studies: Study of Theoretical Framework: Industries and Audience, Introduction to CSPs**

**Year Group: 12**

**Half Term: 3 and 4**

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| **Number of Hours** | **Topic** |
| 15 | Media Industries – power and the media  Media Audiences – media effects |
| 10 | Media Industries – regulation and the media  Media Audiences – cultivation theory |
| 10 | Media Industries – cultural industries and the media, and SPs  Media Audiences – Reception theory and CSPs |
| 5 | Media Industries and Media Audiences – Exam skills |
| 10 | Media Language and Representations – CSPs |
| 10 | Media Language and Representations - CSPs |
| **Reasons behind order of topic in this half term** | |
| The specification requires that students are fully conversant with the prescribed close study products, the media theoretical framework, the four media key concepts and the practical application of their media skills and knowledge to produce NEA (coursework). Teaching media texts, the theoretical framework of media, and the four media concepts in a simultaneous order allows students to learn, consolidate and apply their subject knowledge and analytical skills more fluidly and easily across the 18 close study products, and to apply this knowledge to the production of their own media texts. | |

*The number of hours and order of topics may be differentiated to best suit the needs of specific groups of students, including SEND students, to provide a personalised and bespoke curriculum model.*