



T2	Focus	FMA Monday P2	LKE Tuesday P3	FMA Thursday P1	LKE Friday P2	BLENDED LEARNING & HOMEWORK
Week 1 04.01	<p><b>LKE:</b> NEWSPAPERS – MEDIA INDUSTRIES AND MEDIA AUDIENCES</p> <p>This term, students will study the relationship between the audiences that consume newspapers and the industries that control them. Students will need to be able to pull together arguments influenced by their contextual knowledge and evaluate the a range of audience and industries theories in relation to newspapers.</p> <p><b>FMA:</b> Mini-NEA – Creating Media</p> <p>This term, students will undertake a mini-NEA project that follows the previous year’s brief but in a much reduced version. The purpose of this unit is to introduce students to the skills and techniques necessary for the NEA production and develop their ability to meet independently set deadlines.</p> <p><b>ASSESSMENT:</b> Understanding to be assessed in memory platforms as lesson starters, formal assessments and knowledge tests. All assessments are highlighted in blue.</p>	STAFF TRAINING	Media Industries: Production, Distribution and Circulation	Research: Current Affairs Magazines	Media Industries: Ownership and Control	<a href="#">THEORY: CURRAN AND SEATON</a> Read relevant chapter in EMT and complete worksheets
Week 2 11.01		Research: Current Affairs Magazine	Media Industries: Economic Contexts and Funding	Planning: Flat Plans, Image Collation	Media Industries: Technological Change	<a href="#">THEORY: DAVID HESMONDHALGH</a> Read relevant chapter in EMT and complete worksheets
Week 3 18.01		<u>Construction</u>	Industry Modelling + Assessment	<u>Construction</u>	Media Industries: Regulation (Incl. Leveson Enquiry)	<a href="#">THEORY: LIVINGSTONE AND LUNT</a> Read relevant chapter in EMT and complete worksheets
Week 4 25.01		Assessment: Paper 1 Section B (Music Videos) Construction	Media Industries: Individual Producers	<u>Construction</u>	Media Audiences: Categorising Audiences	<a href="#">THEORY: BANDURA</a> Read relevant chapter in EMT and complete worksheets
Week 5 01.02		Deadline: Front Cover and Contents Page	Media Audiences: Targeting and Addressing Audiences	Research: Websites	Media Audiences: Technologies, Audience Consumption and Response	<a href="#">THEORY: GERBNER</a> Read relevant chapter in EMT and complete worksheets
Week 6 08.02		Planning: Websites	Media Audiences: Audience Interaction and Prosumers Knowledge Test	<u>Construction</u>	Media Audiences: News Usage	<a href="#">THEORY: SHIRKY</a> Read relevant chapter in EMT and complete worksheets
Week 7 15.02		<u>Construction</u>	Academic Theory: Curran and Seaton & Hesmondhaldh	<u>Construction</u>	Academic Theory: Livingstone and Lunt & Bandura & Gerbner	<a href="#">THEORY: JENKINS</a> Read relevant chapter in EMT and complete worksheets
Week 8 22.02		Assessment: Paper 1 Section B (FMA to choose topic) Construction	Academic Theory: Shirky & Jenkins	Deadline: Website (Homepage only)	Paper 1 Section A Questions 3+4 Assessment	<a href="#">Students to use the SAM1 exam series to construct their own full Paper 1, with a mark scheme and indicative content.</a>

**Key Dates/Assessments:** See [assessment](#) calendar for more detailed information regarding individual [assessments](#).