

SUBJECT CURRICULUM OUTLINE

		Tony Blackburn and the first broadcast on BBC radio 1	Evaluate the changing behaviour of audiences and industry	
Spring Term 1	Radio in 21 st century TV – Dr Who first episode	Convergence and globalisation of radio. The shift in audience listening habits and the effect of technology Use of streaming – Spotify, Apple Music BBFC, OFCOM, PBS – regulation Codes and Conventions of sci-fi in popular culture 1960s – cold war, digitalisation of money (credit card), Assassination of JFK. Gender roles and expectations	Be able to determine what the differences are between two contexts. 1960s Britain and contemporary society. Examine how media platforms change over time. Some remain persistent and some fizzle. Investigate how the media aims to control audience consumption. Be critical about choices made by institutions to control human behaviour.	How did Tony Blackburn's first radio show appeal to young audiences at the time? (12 marks). Radio is as much a national treasure now as it was back in the 1960s. To what extent is this the case? (20 marks).
Spring Term 2	TV - Class (2015) Film: Black Widow	Development of TV viewing - influence of streaming services, on demand (Netflix, Iplayer, Prime) Diversity - race, gender, sexuality CGI, hybridisation and genre. BFI, BBFC Marketing and advertising - print, TV, online and radio Audience target The Marvel franchise and Vertical integration	Analyse closely, the technology and cinematography/mise-en-scene of a specific clip. Camerawork, lighting, framing, sound, narrative, etc. Be critical of industrial restrictions and funding within the film industry. Understand how a film is funded and produced.	Science fiction TV appealed to youth audiences in the early 1960s but it is no longer relevant. To what extent do you agree with this statement? (20 marks).
Summer Term 1	I, Daniel Blake	Independent film industry Viral marketing and guerilla marketing campaign.	Analyse how independent film can challenge the mainstream and challenge public opinion/thought.	'Independent films can never compete with big budget, mainstream

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		Social justice - homelessness, role of JSA, disability, poverty, politics, exploitation of women.	Apply political bias and agenda to a media product.	movies'. To what extent do you agree? (20 marks)
Summer Term 2	NEA	Plan a response to a brief assigned by exam board.	Plan, create and finalise a media product from inception to production. Research products that are available currently and use these as inspiration.	First draft of finished product.