Spiritual, Moral, Social and Cultural Development

	SOCIAL	MORAL	SPIRITUAL	CULTURAL
Year 10	Analysing various social groups, such as gender, ethncitiy, sexuality and different age groups within a selection of media products, looking at how the media represent these different groups, as well as analysisng why this is, and how these representations have changed over time. This is done through the study of mainly print based products such as advertising, newspapers, film marketing and magazines.	Understanding how these different representations have impacted on our collective views within society and how this has impacted on our moral views as a whole, e.g. regulation within the media, piracy etc. This is done through the study of the Film industry and the video games industry as well as the study of print based products.	Understanding how different audience backgrounds could impact their responses to different media texts. Understanding how different behaviour/ responses to a product may be interpreted in many different ways. This is done through discussing audience and regulation.	Understanding the impact the Media has on our culture within society, and the significance of certain products we study, such as the Bond Franchise, within our British culture. Understanding that as culture has changed and developed this will impact on the media products created. This is done through the study of print based products such as Quality Street and the Bond Unit.
Year 11	Analysising various social groups, such as gender, ethncitiy, sexuality and different age groups within a selection of media products, looking at how the media represent these different groups, as well as analysisng why this is, and how these representations have changed over time. In year 11 there is further focus on the representations within moving image of the TV Crime Drama unit and the Music video unit, where the social concepts of gender, ethnicity, sexuality and representation are discussed.	Understanding how these different representations have impacted on our collective views within society and how this has impacted on our moral views as a whole, e.g. regulation within the media, piracy etc. This is done through the study of the representations within moving image of the TV Crime Drama unit and the Music video unit, where the social concepts of gender, ethnicity, sexuality and representation are discussed, as well as age ratings.	Understanding how different audience backgrounds could impact their responses to different media texts. Understanding how different behaviour/ responses to a product may be interpreted in many different ways. This is done through discussing audience and regulation in terms of TV programmes and Music videos and websites.	Understanding the impact the Media has on our culture within society, and the significance of certain products we study, such as the rise of Girl Bands within the 90s and the progression of representations within TV programmes. Understanding that as culture has changed and developed this will impact on the media products created. This is done through the study of TV drama and Music videos.
Year 12	Analysising various social groups, such as gender, ethncitiy, sexuality, disability and different age groups within a selection of media products, looking at how the media represent these different groups, as well as analysisng why this is, and how these representations have changed over time. This is done through the study of advertising, music videos, newspapers, TV Programmes, online media and video games.	Understanding how these different representations have impacted on our collective views within society and how this has impacted on our moral views as a whole, e.g. regulation within the media, piracy etc. This is done through the study of newspapers, video games, TV Programmes, music videos and advertising.	Understanding how different audience backgrounds could impact their responses to different media texts. Understanding how different behaviour/ responses to a product may be interpreted in many different ways. This is done through discussing audience and regulation through newspapers, video games and online media.	Understanding the impact the Media has on our culture within society, and the significance of certain products we study, such as the Marvel Franchise has within our culture. Understanding that as culture has changed and developed this will impact on the media products created. This is done through the study of print based products such as Film marketing unit, newspapers, advertising and radio unit.
Year 13	Analysising various social groups, such as gender, ethncitiy, sexuality, disability and different age groups within a selection of media products, looking at how the media represent these different groups, as well as analysisng why this is, and how these representations have changed over time. This is done through the study of newspapers, magazines, video games and online media.	Understanding how these different representations have impacted on our collective views within society and how this has impacted on our moral views as a whole, e.g. regulation within the media, piracy etc. This is done through the study of video games, newspapers, online media and radio.	Understanding how different audience backgrounds could impact their responses to different media texts. Understanding how different behaviour/ responses to a product may be interpreted in many different ways. This is done through discussing audience and regulation in the study of newspapers, video games and online media.	Understanding the impact the Media has on our culture within society, and the significance of certain products we study, such as the BBC, within our British culture. Understanding that as culture has changed and developed this will impact on the media products created. This is done through the study of different units such as online media, newspapers and radio.