# Media Studies

## Years 10 & 11

# KS4

| Modules | Content | Homework | Parent / Carer Support |
|---|---|---|---|
| **Component 1 – Exploring the Media (35%)** | Magazines such as *Vogue, Pride* and *GQ* Newspapers such as *The Sun* and *The Guardian* Advertising such as *This Girl Can* and *Quality Street* Film Marketing: James Bond posters including the 1970s and modern industry standards. Video Games: A two week introduction to how the games industry works. Radio dramas and why radio is still important. | Set on Show My Homework | Discuss set texts with students and provide exposure to media texts such as newspapers and magazines to support a large comparison question, if possible. Encourage to listen to radio platforms and podcasts. This will also support research into the coursework briefs later in the course. |
| **Component 2- Understanding Media Forms and Products (35%)** | Television such as *The Sweeney* and *Luther* Music Video and Online Media such as *Duran Duran, Taylor Swift* and *Justin Bieber* | | Discuss set texts with students and provide exposure to media texts based on the crime genre, if possible. |
| **Component 3- Creating Media Products (30%)** | Students will complete Non- Examination Assessments based on a brief. This could include magazines, film or online. Students are expected to research, plan and design a media texts and create their own, using design software Photoshop and InDesign. This is completed within 12 weeks. | Students will be asked to take their own photos, using digital cameras, or a high quality mobile phone.<br><br>Additional support will be provided after school or during lunchtimes. | Discuss the quality of photos taken and encourage a range of 20-30 varied photographs in different positions, camera angles and facial expressions or poses. |

Exam Board: EDUQAS

## Additional study support

http://www.bbc.co.uk/education/guides/zps4qty/revision
This link to BBC GCSE Bitesize has a good section on studying newspapers

Access to documentaries such as *The TikTok effect* on iPlayer

# Media Studies
## Curriculum Road Map

**YEAR 11**
**FINAL EXAMS**
Component 1: 35% - 1hr 30mins
Component 2: 35% - 1hr 30mins

**SUMMER 1**

Themes and Issues

Specialised Audiences

BBC Industry
Representation and contexts

**Section B:**
Audience
*Appeal / Target / Maintain / Response*

**SPRING 2**

Radio as an evolving media product

Genre Codes

Narratives U&G Theory

**Radio:**
The Archers

1970s Contexts
Thames Industry

Genre Conventions
Audience theories

BBC Industry
PSB & Funding
Representation and contexts

*Generic Conventions Subversion Conformity*

Production Processes

**SPRING 1**

The Sweeney

Television: Component 2: SA

Luther

**Spring 1 Assessment**
Component 2: Section A

**Autumn 2 Assessment**
Component 2: Section B

Industries

Justin Bieber: Intentions

Taylor Swift: Bad Blood

Duran Duran - Rio

**Music Videos Component 2: SB**

Websites
Promotion
Regulation
Star Image
Postmodernism

Audience Responses

Themes & Issues
*e.g. Identity*

Considering Ethnicity Contexts

Embedding representational theories
Feminist Perspectives

Contexts
Representation
History of Music

Embedding Specific Details

Introduction to Technical Coding
Editing Processes

Understanding of Political Systems

**Newspaper Framework:**
*News Values, Ideologies, Bias*

**Comparing Representation**
Issues and Bias

**Section B:**
*Regulation Websites Mode of address*

**AUTUMN 1**

**AUTUMN 2**

**Newspapers:**
The Sun
The Guardian

**Autumn 1 Assessment:**
Cumulative and retrieval of year 10

Retrieval of key elements of the framework

**Production:**
Complete production using Adobe Software

**Photoshoots:**
Take photos of chosen subject

**Statement of Aims:**
10 mark statement of aims

**Research:**
Undertake research into a chosen brief

**Spring 2 Assessment**
Cumulative assessment point

Convergence

Video Game regulation and issues

**Year 11**

**SUMMER TERM 7 weeks**

**June Mock Exams**
Full component
1 exam paper

**PRODUCTION** – 30% of the overall GCSE award

**Video Games:**
Fortnite

Audience Theories
Uses and Gratification

Video Game specific terminology.e.g.
*RPG Interface Immersion Community*

**Section B:**
Understanding industry contexts
Regulation
Audience theories
Conglomerates and ownership
Websites and audiences

Production processes

Consolidating representation of gender

Introducing Feminist Theories

Hall's Theory
Brand identity

**SPRING 1**

**SPRING 2**

Embedding Contexts

Vertical Integration

Developing depth in comparison

Developing further of **essential** areas of the framework: mise-en-scene, representations and narratives.
*Propp's Theory Todorov's Theory*

**Autumn 2 Assessment**

**Film Marketing:**
The Man with the Golden Gun
Spectre

**Print Advertising:**
Quality Street
This Girl Can

**Spring 1 Assessment**
Cumulative Assessment Point

Understanding context in video games

Demographic
Psychographic
Active
Audiences

**AUTUMN 2**

**Autumn 1 Assessment**

**Magazines:**
Pride and GQ

Introduction to Media

**AUTUMN 1**

**Year 10**

Comparing representation of gender and ethnicity for Question 2

Developing awareness of the magazine industry
Application of framework
Inferences and explaining ideas

Understanding of **essential** areas of the framework: mise-en-scene, representations and narratives.

Categorising Audiences