



Media Studies Curriculum Delivery 2023 - 2024



	Autumn Term A (8 weeks)	Spring Term A (5 weeks)	Summer Term A (6 weeks)
Year 10	<p>Introduction to Media Media Language basics – codes and conventions, key terminology, narrative theories.</p> <p>Introduction to Media Representations – society and social groups.</p> <p>Music Videos – CSPs (Close study products as required by the exam board)</p> <ul style="list-style-type: none"> Black Pink music video Arctic monkeys music video. <p>Skills Focus: Semiotic analysis</p> <p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p>	<p>Media industries:</p> <ul style="list-style-type: none"> Ownership Commercial industries Regulation The film industry Convergence <p>CSPs film industry (targeted, focusing on Media industries):</p> <ul style="list-style-type: none"> Black Widow I, Daniel Blake. <p>Media Audiences:</p> <ul style="list-style-type: none"> Range of audiences Targeting Interpretations Media practices Audience responses Theoretical perspectives on audiences Categorisation Media technologies <p>Skills Focus: AO1: Demonstrate knowledge and understanding of: the theoretical framework of media contexts of media and their influence on media products and processes.</p>	<p>Media language:</p> <ul style="list-style-type: none"> Technology and media products Revisit codes and conventions <p>Media representations:</p> <ul style="list-style-type: none"> Theoretical perspectives on gender Viewpoints Social, cultural and political significance <p>Media industries:</p> <ul style="list-style-type: none"> Commercial industries Digital technologies <p>Media audiences:</p> <ul style="list-style-type: none"> Targeting Media practices <p>Skills Focus: AO1: Demonstrate knowledge and understanding of: the theoretical framework of media contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p> <p>AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.</p>



Media Studies Curriculum Delivery 2023 - 2024



		AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.	
	Autumn Term B (7 weeks)	Spring Term B (6 weeks)	Summer Term B (7 weeks)
	<p>Advertising and marketing CSPs focusing on Media language and Media representations):</p> <ul style="list-style-type: none"> • Television advertisement for Galaxy • NHS Blood and Transplant online campaign video • 1950's OMO print advert. <p>Skills Focus: Semiotic analysis</p> <p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p>	<p>CSPs Radio (targeted, focusing on Media industries and Media audiences):</p> <ul style="list-style-type: none"> •Radio 1 launch day, Tony Blackburn •KISS Radio, Kiss Breakfast. <p>Skills Focus: AO1: Demonstrate knowledge and understanding of: the theoretical framework of media contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p>	<p>CSPs Online, social and participatory media (in-depth, all four areas of the theoretical framework):</p> <ul style="list-style-type: none"> • Marcus Rashford – online presence • Kim Kardashian; Hollywood • Lara Croft Go. <p>Introduction to NEA – briefs distributed and chosen.</p> <p>Skills Focus: AO1: Demonstrate knowledge and understanding of: the theoretical framework of media contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p> <p>AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.</p>



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Assessments	End of Unit assessments Music videos 20 marker (comparing two case studies) Advertising – mixture of 9- and 12-mark questions	End of Unit assessments Radio 20 marker and Film 20 marker (comparing two case studies)	End of Unit assessments Online 9 marker and Video games 20 marker (comparing two case studies) End of year 10 mocks (around June time)
Year 11	<p>Magazines CSPs</p> <ul style="list-style-type: none"> Heat Magazine cover - November 2020 Tatler Magazine cover – January 2021 <p>Television</p> <p>CSPs (in-depth, all four areas of the theoretical framework):</p> <ul style="list-style-type: none"> His Dark Materials, Series 2, Episode 1 – The City of Magpies Dr Who, Episode 1 – An unearthly child. <p>Newspapers CSPs Newspapers (in-depth, all four areas of the theoretical framework):</p> <ul style="list-style-type: none"> The Daily Mirror - Friday 5 March 2021 The Times - Friday 5 March 2021. <p>Revision of key terms and theories of Media Language, Media Representations, Media Industries and Media Audiences.</p> <p>NEA work every other week until Christmas and then it must be completed in their own time.</p>	<p>Revision of key terms and theories of Media Language, Media Representations, Media Industries and Media Audiences.</p> <p>Revision of all CSPs – 1 per lesson with an exam style question to attempt at the end</p> <p>NEA handed in</p> <p>Skills Focus: AO1: Demonstrate knowledge and understanding of: the theoretical framework of media contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p> <p>AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.</p>	<p>E X A M S E A S O N</p>



Media Studies Curriculum Delivery 2023 - 2024



	<p>Skills Focus: AO1: Demonstrate knowledge and understanding of: the theoretical framework of media contexts of media and their influence on media products and processes.</p> <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p> <p>AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.</p>		
Assessments	<p>End of Unit assessments TV 20 marker and Newspapers 20 marker Magazines 12 marker</p> <p>Mocks in November – 1 paper</p>	<p>Mocks in March/April – 2 papers</p> <p>NEA coursework hand in and moderation</p>	GCSE exams