

Year 9 Curriculum Overview: Media Studies



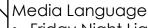
Topics/ content outline:

Powerful Knowledge (key concepts, skills)

What will you be assessed on?

How can you help at home?

Autumn Term



- Friday Night Lights
- Riverdale

- Shot types
- Camera Movement
- Semiotics Signs and Symbols
- Narrative Structures
- Genre
- Archetypes
- **Encode and Decode**

How to decode a teen drama using key terminology and applying theories accurately.

Watch/ Consume different types of media: Film, TV, Radio, Magazines, Games, Adverts.

BBC Bitesize

Genre **Narrative**

Spring Term



Representation

Heartstopper

- **Under-representation**
- Stereotypes
- Cultural capital
- Mis-representation
- Bias
- (age, gender, sexual orientation, ethnicity, disability, location)

The ability to express understanding of the representation of different groups within society focusing on the LGBT+ case study linking to historical context.

Watch/ Consume different types of media, Film, TV, Radio, Magazines, Games, Adverts.

BBC Bitesize

Representation



Industry

- Veronica Mars **Audience**
- Buffy the Vampire Slayer
- 4Cs The cross-cultural consumer characteristics
- Social Grading
- Uses and Gratification Theory
- Meraers and acquisitions
- Target Audience
- The power of fandom

Knowledge and understanding marketing and distribution of Teen TV dramas using the case studies to create a social media campaign.

Watch/ Consume different types of media. Film, TV, Radio, Magazines, Games, Adverts.

BBC Bitesize

Industry Audience



Year 10 Curriculum Overview: Media Studies



Topics/ content outline:

Powerful Knowledge (key concepts, skills)

What will you be assessed on?

How can you help at home?

Autumn Term

Media Language and Representation

Film Marketing

- No Time To Die (+ Industry)
- The Man with the Golden Gun

Advertisements

- NHS 111
- This Girl Can Magazines
- GQ
- Voque

Media Language

- Semiotics
- Todorovian Narratology
- Propp's Character Types
- Binary Opposition
- Intertextuality

Representation

- Gender performativity
- Feminism
- Stereotypes
- Post colonialism

Component 1: Exploring the Media
Written examination: 1 hour 30 minutes
40% of qualification

one stepped question on media language of a set text.

[15 marks]

 one essay comparing a set text to an unseen about Representation.
 [25 marks] You could ensure students are using Mrs Fishers videos to make notes.

LINK – to her YouTube page

You can look at past exam papers and mark schemes

LINK – Past papers & Mark Schemes

 You can also use the exam boards resources -- LINK

Spring Term

Summer Term

Media Language and Representation

Newspapers

- The Sun
- The Guardian

Industry and Audience

Newspapers

- The Sun (+ Website)
- The Guardian

Media Language & Representation

- Codes
- Conventions
- Layout and design
- Symbols
- Political affiliation
- Conformation Bias

Industry and Audience

- Hypodermic needle theory
- Reception Theory
- Uses and Gratification

One stepped question on media language of a set text.

[15 marks]

One essay comparing a set text to an unseen about Representation.

[25 marks]

- One stepped question on Media Industries
- One stepped question on Media Audiences

[45 Marks]

- You could ensure students are using Mrs Fishers videos to make notes.
 LINK – to her YouTube page
- You can look at past exam papers and mark schemes

 LINK Past papers & Mark Schemes
- You can also use the exam boards resources -- LINK

Industry and Audience

Game Industry

- Fortnite
- Epic Games Website Radio
- Desert Island Disks
- BBC Radio 4 website (The Archers)

NEA COURSEWORK 30%

- Crete a DVD cover and poster
- Magazine cover and Double Page Spread

Industry and Audience

- Cultural industries
- Regulation
- Uses and Gratification
- BBC and Public Service broadcasters

NEA COURSEWORK 30%

- Affinity Photo
- Affinity Designer

- One stepped question on Media Industries
- One stepped question on Media Audiences

[45 Marks]

Component 3: Creating Media Products

Non-exam assessment **30% of qualification**

Some previous students examples

Magazine Examples

Film Poster Examples



Year 11 Curriculum Overview: Media Studies



Topics/ content outline:

Powerful Knowledge (key concepts, skills)

What will you be assessed on?

How can you help at home?

Media Lanauage and Representation

TV Crime Drama

- Luther
- The Sweeney

Industry and Audience

TV Crime Drama

- Luther
- The Sweeney

NEA COURSEWORK 30% COMPLETE

Media Language & Representation

- Todorovian Narratology
- Propp's Character Types
- **Binary Opposition**
- Intertextuality
- Feminism
- Stereotypes

Industry & Audience

- Reception Theory
- Uses and Gratification
- Cultural industries

Component 2: Understanding Media **Forms and Products**

Exam: 1 hour 30 minutes 30% of qualification

Section A: TV

- One question on either media language OR representation, which will be based on an extract from Luther
- One question on media industries, audiences or media contexts.

You could ensure students are using Mrs Fishers videos to make notes.

LINK – to her YouTube page

You can look at past exam papers and mark schemes

LINK – Past papers & Mark Schemes

You can also use the exam boards resources -- LINK

Spring Term

Autumn Term

Media Language and Representation

Music Videos

- TLC- Watefalls
- Justin Bieber Intentions
- Lizzo Good ad Hell

Industry and Audience

Online + Participatory Culture

- Justin Bieber.com
- Lizzo.com
- Social Media

Media Language & Representation

- Star Power
- Propp's Character Types
- **Binary Opposition**
- Intertextuality
- Feminism
- Stereotypes

Industry & Audience

- Reception Theory
- **Uses and Gratification**
- Cultural industries

Component 2: Understanding Media Forms and Products

Exam: 1 hour 30 minutes 30% of qualification

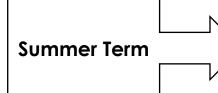
Section B: Music

- One question on either media language OR representation (reference to relevant contexts may be required)
- One question on media industries, audiences or media contexts.

- You could ensure students are using Mrs Fishers videos to make notes. **LINK** – to her YouTube page
- You can look at past exam papers and mark schemes

LINK – Past papers & Mark Schemes

You can also use the exam boards resources -- LINK



REVISION

The assessments will determine individual students need for revision.

By this point students should have individualised improvement areas to focus on. The work booklets for revision will be used to focus one which are of the framework they will need to be focusing on.





Year 12 Curriculum Overview: Media Studies



Topics/ content outline:

Powerful Knowledge (key concepts, skills)

What will you be assessed on?

How can you help at home?

Autumn Term

Unit 3 : Create a Media Product
Coursework: Planning and
creating a Music Video
16% of Qualification.

Unit 1: Media products and

Unit 1: Media products and audiences Exam: 2 hours 25% of qualification LO1 Be able to create a proposal with sample materials for an original media product to a client brief

LO2 Be able to plan and develop preproduction materials for an original media product to a client brief

Unit 1: The aim of this unit is for you to develop your understanding of how different media institutions operate in order to create products that will appeal to specific target audiences.

UNIT 3: Pass Tasks Completed by December

Completed filming and Editing their Music Video

UNIT 1: Media products and audiences 2hr Exam Media Language and Representation of Attack the Block Exam Board Unit Booklet

<u>UNIT 1</u>

UNIT 3

Student Checklists

UNIT 3 Marksheet

Spring Term

Unit 3 : Create a Media Product Coursework: Planning and creating a Music Video 16% of Qualification.

Unit 1: Media products and audiences
Exam: 2 hours
25% of audification

LO3 Be able to create production materials for an original media product to a client brief

LO4 Be able to carry out post-production techniques and processes for an original media product to a client brief

Unit 1: You will learn about how audiences are categorised, researched and targeted by media producers and how media institutions distribute and advertise their products to audiences.

UNIT 3: Merit Tasks Completed by **February**

Distinction task completed by **February**

UNIT 1: Media products and audiences 2hr Exam

Moral Panic (20 marker essay question) Industry and Audience multiple sectors.

Exam Board Unit Booklet

UNIT 1

UNIT 3

Student Checklists

UNIT 3 Marksheet

Summer Term

Unit 21: Plan and Deliver a Pitch for a Media Product. Coursework: Plan a pitch for TV drama and sell to an industry expert 9% of Qualification LO1 Be able to generate ideas for an original media product based on a client brief

LO2: Be able to create a proposal and pitch for an original media product based on a given brief

LO3 Be able to pitch ideas on proposed media product and respond to questions

UNIT 21: Final Pitch April

UNIT 1: Media products and audiences 2hr Exam MAY

Exam Board Unit Booklet

<u>UNIT 1</u>

UNIT 21

Student Checklists
UNIT 21 Marksheet



Autumn Term

Year 13 Curriculum Overview: Media Studies



Topics/ content outline:

Powerful Knowledge (key concepts, skills)

What will you be assessed on?

How can you help at home?

Unit 22: Scripting for media
Products
Coursework: Study scripts and
create a script for Unit 21 TV
Drama
9% of Qualification

Unit 20: Advertising Media Coursework: Create advertising media for TV drama (posters, Trailers, radio etc.) 16% of Qualification LO1 Understand scripted elements for a range of media products

LO2 Be able to generate ideas and plan the script for a media product, in response to a client brief

LO3 Be able to produce the script for a media product, in response to a client brief

UNIT 22: Pass, Merit and Distinction Completed by **October**

UNIT 20: Pass Tasks Completed by **December**

Exam Board Unit Booklet

UNIT 22

UNIT 20

Student Checklists

UNIT 22 Marksheet

UNIT 20 Marksheet

Unit 20: Advertising Media

Unit 20: Advertising Media Coursework: Create advertising media for TV drama (posters, Trailers, radio etc.)

Unit 2: Pre-production and Planning Exam: 2 Hours 25% of qualification LO1 Know how existing advertising campaigns embed advertisements across a range of media products

LO2 Be able to plan a cross media advertising campaign to a client brief

LO3 Be able to produce the planned media components

Unit 2: You will learn about the constraints that need to be considered when planning a new media production, including timescales and resources. You will understand how to create preproduction documents in relation to client requirements and how to plan projects to meet these needs.

UNIT 20: Merit and Distinction Tasks
Completed by **February**

UNIT 2: Pre-Production and Planning 2hr Exam MAY

Exam Board Unit Booklet

UNIT 20

UNIT 2

Student Checklists

UNIT 20 Marksheet

Updating any Coursework Units for any re-submissions

Summer Term

Spring Term