

## Subject: Media Studies

Year group: 9

Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Introduction to media studies	Media representation	Context	Media industries	Case study- advertising	Production task- in groups
What is media studies?	How different groups of people are portrayed in society	How real-life events have an impact on the media we see	Knowing the different industries that exist and how they have had to adapt over time	Print adverts- How adverts can shape our ideologies. E.g. 'Are you beach body ready?' and Dove's 'Yes, we're beach body ready'	Last scenes of filming, editing and screening
Media language	Narrative	Media audiences	Case study- film	Production task in groups	Case study- music videos
Mise-en-scene, camera work, editing, sound, sound, etc.	Theories and how the media construct narratives in society that shape our ideologies	Theories and how media producers target us specifically to ensure we engage with their products	Looking specifically at the film industry- Hollywood vs Independent film. E.g. Avengers: Endgame vs Fish Tank	Create the concept for and film the opening of a crime TV show following typical conventions	Authentic bands vs manufactured bands and how they connect with their fans through their music videos
Assessment	Assessment	Assessment	Assessment	Assessment	Assessment
In class assessment- analysis of a media product	Homework- exam style questions	Formal internal assessment- 1hr 15mins- all topics	Homework- research task around the film industries	In class assessment- analysis of adverts in relation to audience response	Formal internal assessment- 1hr 15mins- all topics

### Skills developed through the year:

Analytical skills and critical thinking.

## **Subject: Media Studies**

**GCSE title:** Media Studies

**Exam Board:** AQA

[Media Paper 1 \(1hr 30mins\) – worth 35% of final grade](#)

[Media Paper 2 \(1hr 30mins\) – worth 35% of final grade](#)

Both exams will ask questions on Close Study Products (CSPs) that students study and are familiar with throughout the duration of the course.

[Non-Exam Assessment \(NEA\)](#)

Students must complete the non-exam assessment (NEA) which is the coursework unit of the course. They will respond to a brief by creating a media product. Examples from previous years have been magazine front covers, film posters and websites. This practical assessment is completed individually – worth 30% of final grade

**Year group: 11**

<b>Autumn 1</b>	<b>Autumn 2</b>	<b>Spring 1</b>	<b>Spring 2</b>	<b>Summer 1</b>	<b>Summer 2</b>
Recap of key areas of media	Kim Kardashian & Lara Croft go- games	Tatler and reveal-Magazines	The Daily Mirror and The Times- Newspapers	Revision	Revision and Exams
Media language, representation, audience, and industries. A refresh of context and narrative as well	How games, particularly mobile apps offer opportunities for audience interaction and maximum engagement	Analysing the front covers of both publications in relation to media language, representation, and context	Analysis of how the same story is covered differently for different audiences and how the publishing industry has adapted	Revision of all CSPs covered across Y10 and Y11, as well as practice of unseen questions <ul style="list-style-type: none"><li>▪ Television CSPs (Doctor Who &amp; Class)</li><li>▪ Music Video CSPs (Arctic Monkeys &amp; One Direction)</li></ul>	Final stages of revision ahead of study leave and summer exams

				<ul style="list-style-type: none"> <li>▪ Advertising CSPs (Galaxy, NHS &amp; OMO)</li> <li>▪ Magazine CSPs</li> <li>▪ Online/Game CSPs</li> <li>▪ Radio CSPs</li> <li>▪ Newspaper CSPs</li> <li>▪ Film CSPs</li> </ul>	
OMO- advertising	NEA deadline and revision	Radio 1 and Apple Beats 1- Radio	Doctor Strange & I, Daniel Blake- Film	Revision	
A look at how media language, representation and context is used- compare with other two ads from Y10	Last revisions to NEA and final deadline. Revision of all content learnt in Y10 and Y11 ahead of assessments	Exploration of how radio has evolved over time from the Radio 1 launch show to now with online, on demand radio	Applying knowledge of industries to the CSPs in relation to Hollywood vs independent films	Revision	
Assessment	Assessment	Assessment	Assessment	Assessment	
Homework and in class assessment- exam style questions	Formal internal assessment- 1hr 30mins- all topics	Homework and in class assessment- exam style questions	Formal internal assessment- 1hr 30 mins- all topics	Homework and in class assessment – exam style questions	Summer examinations

### Skills developed through the year:

Analytical skills and critical thinking. Students also develop practical media related skills such as filming, video and photo editing, creating marketing campaigns targeted at specific groups in society.

### Extra-Curricular Opportunities:

Dentsu Aegis (marketing company); Warner Bros. Studio Tour; SKY tours, workshops; GCSE study days at BFI Southbank

**Resources to support independent learning – Include titles of text/revision books and useful other resources:**

- BBC Bitesize website
- AQA GCSE Media Studies: Student Book (2018) by Jerry Slater, Steff Hutchinson & Julia Sandford-Cooke (available on Amazon)
- Youtube videos from several sources that break down the CSPs and more

