

Subject: Media Studies

Year 10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What students are learning	Component 1: Section A - Advertising and Marketing	Component 1: Section A & B – The Film Industry	Component 1: Section B – Fortnite	Component 1: Section A & B – Newspapers	Component 3: Practical Production Unit Component 1: Section B – Desert Island Discs	Component 2: Music Industry Component 3: The NEA
Key Content and Skills	<ul style="list-style-type: none"> Students will complete their study of the Component 1, Section A set texts - NHS 111 and Quality Street adverts 	<ul style="list-style-type: none"> Students will explore the marketing for the film's The Man with the Golden Gun and Spectre Students will explore the industry issues 	<ul style="list-style-type: none"> Students will study Fortnite, focusing on the media themes of Industry and Audience <p>Key theories to be studied: Uses & Gratifications, Young & Rubicam, Stuart</p>	<ul style="list-style-type: none"> Students will explore The Guardian and The Sun, focusing on the media themes of Media Language, Representation, Audience & Industry 	<ul style="list-style-type: none"> In the summer term all students will be working on their individual practical productions The selected brief for this unit is the 	<p>Students will be studying three key music videos - Taylor Swift 'The Man'; Stormzy 'Superheroes'; TLC 'Waterfalls to help them prepare for the Music Industry section of their Component 2 exam</p>

		related to the film No Time To Die	Hall	Key theories to be studied: Roland Barthes, Vladimir Propp, Stuart Hall, Uses & Gratification, Young & Rubicam's 'The 4 Cs' and Levi-Strauss' 'Binary Oppositions'	creation of a DVD cover/back cover and a film poster for a new coming-of-age film. <ul style="list-style-type: none"> Students will study Desert Island Discs, focusing on the media themes of Industry and Audience; Key theory to be studied: Uses & Gratifications 	(Section B). <ul style="list-style-type: none"> Students will continue working on their production work
Assessment	Settling in assessment - Representation comparison essay	Comparison Essay between 'NHS 111' and an unseen print advert	Component 1, Section B, Question 3 (Industry) practice questions focused on No Time to Die. Component 1, Section B, Question 4 (Audience) practice questions focused on Fortnite.	Year 10 PPEs - full Component 1 exam paper	Component 1, Section B, Questions 3 and 4 practice questions focused on Desert Island Discs	Component 3 - Statement of Aims
How can	Students should: <ul style="list-style-type: none"> Look at a range of adverts and think 		Students should: <ul style="list-style-type: none"> Analyse both set articles from The Sun 		Students should: <ul style="list-style-type: none"> Research a range of film posters in the 	

**students
prepare
beyond the
classroom?**

about how audiences are targeted through the advert (how do they get audiences to buy the product?)

- Watch a James Bond film of their choice

and The Guardian, in addition to one full edition of each paper of their choice. They should be confident analysing both papers in depth for Media Language, Representation, Audience and Industry

- Read one whole edition of both The Sun and The Guardian (the editions should be from the same day). Please keep hold of the newspaper you read
- Be able to analyse the issues of Audience and Industry surrounding the mobile video game, Fortnite
- Be able to answer a set of Section B questions focused on the film industry, in relation to Fortnite, with confidence
- Be able to analyse the issues of Audience and Industry surrounding BBC Radio 4 talk show, Desert Island Discs
- Be able to answer a set of Section B questions focused on the film industry, in relation to Fortnite, with confidence
- Listen to three episodes of Desert Island Discs on iPlayer

genre given to you by Eduqas, thinking about how characters are represented; what types of camera shots are used; what colours are used; and what language is used as part of the design

Year 11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What students are learning	Component 2: Music Industry Component 3: The NEA	Component 2: Music Industry Component Two: Music Industry	Component Two: TV Comedy	Component Two: TV Comedy Exam Revision	Exam Revision	
Key Content and Skills	Students will be studying three key music videos - Taylor Swift 'The Man'; Stormzy 'Superheroes'; TLC 'Waterfalls to help them prepare for the Music Industry section of their Component 2 exam (Section B). <ul style="list-style-type: none"> Students will continue working on their production work. 	Students will be studying three key music videos - Taylor Swift 'The Man'; Stormzy 'Superheroes'; TLC 'Waterfalls to help them prepare for the Music Industry section of their Component 2 exam (Section B).	Students will explore issues of representation, how media language is used to create meaning and the industry context for FRIENDS and Modern Family, in preparation for Section A of the Component 2 examination.	Students will explore issues of representation, how media language is used to create meaning and the industry context for FRIENDS and Modern Family, in preparation for Section A of the Component 2 examination. <ul style="list-style-type: none"> Exam Revision 	<ul style="list-style-type: none"> Exam Revision 	
Assessment	Component 2, Section A - Question 1 focused on The Music Industry	Component 3, NEA - Draft Year 11 PPE - Full Component 1	Component 2, Section A - Question 1 and Question 2 focused on TV Comedy	Component 2, Section B - Questions 3 and 4 focused on the Music Industry	Full Component 2 paper	

	Component 3, NEA - Draft	Paper	Component 3, NEA - Final Submission		
How can students prepare beyond the classroom?	<p>Students should:</p> <ul style="list-style-type: none"> • Revise all technical terminology • Revise all the set texts covered so far on the course: NHS 111 advert Quality Street advert The Sun The Guardian Spectre The Man with the Golden Gun poster GQ Pride Desert Island Discs Fortnite 		<p>Students should:</p> <ul style="list-style-type: none"> • Watch a range of music videos to help students gain an understanding of music video conventions and how they appeal to a range of target audiences 		<p>Students should:</p> <ul style="list-style-type: none"> • Revise and prepare for exams

Year 12	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What students are learning	<p>Component 1, Section B</p> <p>Component 1, Section A & B – Newspapers</p>	<p>Component 1, Section A – Music Videos</p> <p>Component 1, Section B – Radio</p>	Component 2: Section B - Magazines		Component 3: Practical Production Unit	
Key Content	<ul style="list-style-type: none"> • Film: I, Daniel 	<ul style="list-style-type: none"> • Students will 	<ul style="list-style-type: none"> • Students will begin exploring a historical 	<ul style="list-style-type: none"> • In the Summer Term all students will 		

<p>and Skills</p>	<p>Blake and Black Panther</p> <ul style="list-style-type: none"> • Video Games: Assassin's Creed • Students will explore issues of media language, representation, industry and audience in The Times and The Daily Mirror 	<p>be exploring the issues of media language and representation in Beyonce's 'Formation' and Sam Fender 'Seventeen Going Under'</p> <ul style="list-style-type: none"> • Students will be exploring the issues of industry and audience in 'Late Night Woman's Hour' 	<p>edition of Vogue (from the 1960s) and compare it to a niche magazine - The Big Issue - in preparation for their Component 2 examination</p>		<p>be working on their individual practical productions. This will begin in April after the Easter holidays and continue until October half term</p> <p>For the unit students will be working on producing a marketing campaign for either:</p> <ul style="list-style-type: none"> • A music video for a mainstream artist targeting a mainstream audience of 16-24 year old music aficionados • A mainstream film promotion campaign for 16-24 year olds 	
<p>Assessment</p>	<p>Settling in assessment - Component 1, Representation Question</p>	<p>Component 1, Section A (Representation and Media Language)</p>	<p>Component 1, Section B, Questions 3 and 4 focused on Film industry and Radio</p>	<p>Component 2, Section B, focused on Magazines</p>	<p>Year 12 PPEs - Full Component 1 paper</p>	<p>Component 3, NEA - Statement of Aims</p>
<p>How can students prepare beyond the</p>	<p>Students should:</p> <ul style="list-style-type: none"> • Ensure their theory trackers are up-to-date and they are able to confidently recall the key media theories studied so far on the course 		<p>Students should:</p> <ul style="list-style-type: none"> • Ensure their theory trackers are up to date and go over all class notes • Revise content already covered for at least 1 hour a week 		<p>Students should:</p> <ul style="list-style-type: none"> • Research different posters for mainstream films • Research music videos (in any music genre) 	

classroom?	<ul style="list-style-type: none"> • Watch at least three films produced by Marvel • Read one full edition of The Daily Mirror and one full edition of The Times (preferably covering the same day) 	<ul style="list-style-type: none"> • Read one edition of The Times and one edition of The Daily Mirror in full 	<ul style="list-style-type: none"> • Read at least three magazines of their choice, thinking about how they appeal to their target audiences and the types of adverts included in the magazine
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Year 13	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What students are learning	Component 3 Component 2, Section A: Documentary	Component 2, Section A: Documentary Component 2, Section C: Online Media	Component 2, Section C: Online Media Revision of Component 1, Section A + B	Component 2, Section B: Magazines	Revision	
Key Content and Skills	<ul style="list-style-type: none"> • Students will be continuing with their Component 3 coursework pieces – production of a film marketing campaign or a music video 	<ul style="list-style-type: none"> • Students will be continuing with Section A of the Component 2 exam, exploring television in the global age, focusing on The Jinx and 	<ul style="list-style-type: none"> • Revision of set texts and theory for both sections of the Component 1 exam 	<ul style="list-style-type: none"> • Students will revise their in depth study of the magazine 'Vogue' and compare it to the independent magazine 'The Big Issue' 	<ul style="list-style-type: none"> • Revision 	

	<ul style="list-style-type: none"> Students will be continuing with Section A of the Component 2 exam, exploring television in the global age, focusing on The Jinx and No Burqas Behind Bars 	No Burqas Behind Bars			
Assessment	Component 2, Section A focused on Documentary	Component 3, NEA - Draft Component 2, Section C focused on Online Media	Component 3, NEA - Final Submission Year 13 PPEs - Full Component 1 paper and Component 2, Section A and C	Full Component 2 paper	
How can students prepare beyond the classroom?	<p>Students should:</p> <ul style="list-style-type: none"> Revise the media terminology and theory covered in Year 12 Revise all the Component 1 set texts: <ul style="list-style-type: none"> Tide advert WaterAid advert Kiss of the Vampire poster I, Daniel Blake Straight Outta Compton The Daily Mirror The Times Assassin's Creed III: Liberation 		<p>Students should:</p> <ul style="list-style-type: none"> Ensure their theory trackers are up to date and go over all class notes Revise content already covered for at least 3 hours a week, using the revision packs produced by the department Look over and organise their notes for Vogue, in preparation for the magazine lessons 		<p>Students should:</p> <ul style="list-style-type: none"> Revise and prepare for exams

