

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 – The Archers	Component 2: TV Comedy 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 - This Girl Can 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 	<ul style="list-style-type: none"> Students will explore issues of representation, how media language is used to create meaning and the industry context for FRIENDS and Modern Family,

		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 The Archers, focusing on the media themes of Industry and Audience; Key theory to be studied: Uses & Gratifications 	in preparation for Section A of the Component 2 examination. <ul style="list-style-type: none"> Students will continue working on their production work
Assessment	Settling in assessment - Representation comparison essay	Comparison Essay between 'This Girl Can' 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 The Archers	Component 3 - Statement of Aims
How can students	Students should: <ul style="list-style-type: none"> Look at a range of adverts and think about how audiences are targeted 		Students should: <ul style="list-style-type: none"> Analyse both set articles from The Sun and The Guardian, in addition to one 		Students should: <ul style="list-style-type: none"> Research a range of posters for teen/coming-of-age films, thinking 	

prepare beyond the classroom?	<p>through the advert (how do they get audiences to buy the product?)</p> <ul style="list-style-type: none">● Watch a James Bond film of their choice	<p>full edition of each paper of their choice. They should be confident analysing both papers in depth for Media Language, Representation, Audience and Industry</p> <ul style="list-style-type: none">● 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 soap opera, The Archers● Be able to answer a set of Section B questions focused on the film industry, in relation to Pokémon Go, with confidence● Listen to three episodes of The Archers on iPlayer	<p>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</p>
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Year 11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What students are learning	Component 2: TV Comedy Component 3: The NEA	Component 2: TV Comedy Component Two: Music Industry	Component Two: Music Industry	Component Two: Music Industry Exam Revision	Exam Revision	
Key Content and Skills	<ul style="list-style-type: none"> Students will explore issues of representation, how media language is used to create meaning and the industry context for FRIENDS and The IT Crowd, in preparation for Section A of the Component 2 examination. Students will continue working on their production work. 	<ul style="list-style-type: none"> Students will explore issues of representation, how media language is used to create meaning and the industry context for FRIENDS and The IT Crowd, in preparation for Section A of the Component 2 examination. Students will be studying three key music videos - Taylor Swift 'Bad 	<ul style="list-style-type: none"> Students will be studying three key music videos - Taylor Swift 'Bad Blood'; Justin Bieber 'Intentions'; 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 be studying three key music videos - Taylor Swift 'Bad Blood'; Justin Bieber 'Intentions'; TLC 'Waterfalls to help them prepare for the Music Industry section of their Component 2 exam (Section B). Exam Revision 	<ul style="list-style-type: none"> Exam Revision 	

		Blood';Justin Bieber 'Intentions'; TLC 'Waterfalls to help them prepare for the Music Industry section of their Component 2 exam (Section B).			
Assessment	Component 2, Section A - Question 1 focused on TV Comedy Component 3, NEA - Draft	Component 3, NEA - Draft Year 11 PPE - Full Component 1 Paper	Component 2, Section A - Question 1 and Question 2 focused on TV Comedy Component 3, NEA - Final Submission	Component 2, Section B - Questions 3 and 4 focused on the Music Industry	Full Component 2 paper
How can students prepare beyond the classroom?	Students should: <ul style="list-style-type: none"> ● Revise all technical terminology ● Revise all the set texts covered so far on the course: This Girl Can advert Quality Street advert The Sun The Guardian Spectre The Man with the Golden Gun poster GQ Pride 		Students should: <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 		Students should: <ul style="list-style-type: none"> ● Revise and prepare for exams

	The Archers Fortnite		
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Year 12	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What students are learning	Component 1, Section B Component 1, Section A & B – Newspapers	Component 1, Section A – Music Videos Component 1, Section B – Radio	Component 2: Section B - Magazines		Component 3: Practical Production Unit	
Key Content and Skills	<ul style="list-style-type: none"> • Film: I, Daniel Blake and Black Panther • Video Games: Assassin's Creed • Students will explore issues of media language, representation, industry and audience in The Times and The Daily Mirror 	<ul style="list-style-type: none"> • Students will be exploring the issues of media language and representation in Beyonce's 'Formation' and Sam Fender 'Seventeen Going Under' • Students will be exploring the issues of industry and 	<ul style="list-style-type: none"> • Students will begin exploring a historical edition of Vogue (from the 1960s) and compare it to a niche magazine - The Big Issue - in preparation for their Component 2 examination 	<ul style="list-style-type: none"> • In the Summer Term all students will be working on their individual practical productions. This will begin in April after the Easter holidays and continue until October half term <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 		

		audience in 'Late Night Woman's Hour'				
Assessment	Settling in assessment - Component 1, Representation Question	Component 1, Section A (Representation and Media Language)	Component 1, Section B, Questions 3 and 4 focused on Film industry and Radio	Component 2, Section B, focused on Magazines	Year 12 PPEs - Full Component 1 paper	Component 3, NEA - Statement of Aims
How can students prepare beyond the classroom?	<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 • 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) 		<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 • Read one edition of The Times and one edition of The Daily Mirror in full 		<p>Students should:</p> <ul style="list-style-type: none"> • Research different posters for mainstream films • Research music videos (in any music genre) • 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 	

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 Students will be continuing with Section A of the Component 2 exam, exploring television in the global age, focusing on The Jinx and No 	<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 	<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 	

	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