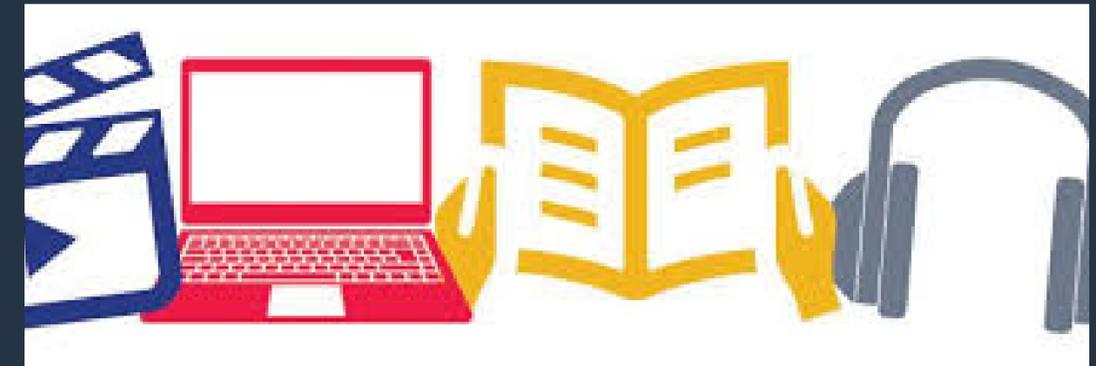


YR9 – MEDIA STUDIES



1 Intro to Media Studies Media Language

- Introduction to the Theoretical Framework:
- **Media Language**
- **Representation**
- **Audience**
- **Industry**
- Introduction to the course. What is Media Studies? What will the rotation look like?
- Design a website
- The history of the Television Industry
- Key vocabulary/subject specific terms (creating individual glossaries)

2 Media Language

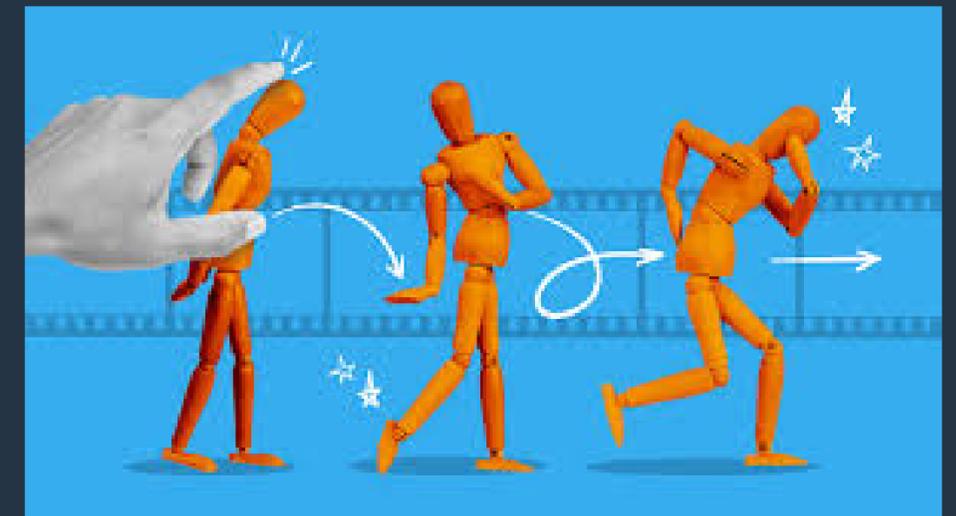
- Key Theories (Including USES & GRATIFICATION THEORY)
- Applying theory to relevant case studies. Such as Friends, Man Like Mobeen, Ms. Marvel
- Students will work in groups and pitch an idea to the class to get funding for either a new sitcom, drama or reality tv show

3 Stop Motion Animation

- Introduction to Stop Motion Animation
- Understanding key concepts.
- Practically exploring stop motion animation using techniques
- Utilisation of practical skills
- They will be required to write a script, create characters, choose a target audience and also discuss the marketing strategy for their animation

4 'Bringing it to life'

- Create a movie!
- Development of a key scene from their scripts
- Development of live animation skills and techniques
- Post-production of their animation sequence performance to invited
- Analysis and evaluation of end product
- Live showcase of work at an end of year show



GCSE – MEDIA STUDIES (YR 10)



- 1**
Introduction to GCSE Media Studies
 - Introduction to Media Studies GCSE
 - Software Practical's.
 - Terminology building.
 - Key Concepts
- 2**
Component 1 Exploring the Media (40%)*
 - Component 1: Exploring the Media.
 - Section A: Media Language & Representation.
 - BOND Franchise.
 - Film Posters.
 - Websites.
 - Advertising – Quality Street (1958) & This Girl Can (2016).
- 3**
Component 1 Exploring the Media (40%)*
 - Component 1: Exploring the Media.
 - Section A: Media Language & Representation.
 - Magazines – Vogue & GQ.
 - Section B: Industries & Audiences.
- 4**
Component 1 Exploring the Media (40%)*
 - Component 1: Exploring the Media.
 - Section B: Industries & Audiences.
 - Radio – The Archers.
 - Radio 4.
 - BBC.
 - Newspapers – Industry & Audience.
- 5**
Component 1 Exam Practice & Component 3 (40%)
 - Component 1: Exam Practice.
 - Film.
 - Video Games.
 - Component 3: Creating Media Products.
 - Introduction to NEA.
 - Choose brief.
- 6**
Component 3 Creating Media Products (30%)
 - Component 3: Creating Media Products.
 - Final Production Designs.
 - NEA Completion.

GCSE – MEDIA STUDIES (YR11)



Component 1 Completion & Component 2 (40%)

- Component 1 completion.
- Exam Practice.
- Component 2: Understanding Media Forms & Products.
- Section A: Television. Crime Drama – Luther & The Sweeney.
- Technical Aspects.
- Representation.

Component 2 Understanding Media Forms & Products (30%)

- Component 2: Understanding Media Forms & Products.
- Section A: Television. Crime Drama.
- Industry & Audience.
- Section B: Music Videos & Online Media.
- Taylor Swift & Justin Bieber.
- Representation & Media Language.

Component 2 Understanding Media Forms & Products (30%)

- Component 2: Understanding Media Forms & Products.
- Section B: Music Videos & Online Media.
- Industry & Audience.
- Exam Practice.

Component 2 completion (30%)

- Component 2: Completion.
- Exam Practice.

Revision

- Exam Practice.

Examination

- Exam
- GCSE exams include questions that allow students to demonstrate their ability to: draw together their knowledge, understanding and skills from across the full course of study as well as provide extended responses.

01. Introduction to A Level Media Studies

- Summer Induction Booklet tasks assessed for Baseline
- Component 1: Media Products, Industries and Audiences introduction
- Advertising & Marketing with a focus on understanding Semiotics
- Introduction to Cornell Notes
- Theoretical Perspectives: plus a study of Barthes Semiotics theory and Levi-Strauss's Binary Opposition theory.

02. Component 1: Media Products

- Set Product introduction: Advertising – Print and Audio-Visual: Tide and Tokyo Paralympics
- Theoretical Perspectives: a study of Hall, Gauntlett & Gerbner theories.
- Acronym study: R.A.I.L, S.W.A.T & C.H.E.P.S
- Print Advertising with a focus on Audience and a study of Blumlar & Katz's theory.
- A set product study: Advertising – Super.Human, looking at hyperbolic marketing and Contrapuntal sound.
- Set Products: Film Poster & Music Videos

03. Component 1: Media Products

- **Assessment Point:** Synoptic assessment practice bringing in other aspects of the theoretical framework.
- Introduction to Representation, Audience and Industry
- Advertisement – Music Videos: Beyoncé & Sam Fender
- Film Marketing: Kiss of the Vampire.
- Theorist : Baudrillard explored
- Exam Practice
- Industry Theorists researched and understanding developed
- Newspapers: The Daily Mirror and The Times introduced

04. Component 1: Media Products

- Component 1: Radio study, 'Have you heard George's Podcast?'
- A study of Clay Shirky's End of Audience theory
- Set Products: Video Games with a detailed analysis of the Assassin Creed Franchise

05. Component 1: Media Products

- Research and development of understanding of Unseen Film Posters
- A study of Gender Representation
- Mock Revision & Exam practice
- Introduction to NEA

06. Component 3: Cross media production

- Exploration of Component 3: NEA project
- Stage of production, storyboards and shot lists created
- Statement of Aims explored
- Students create their podcasts

07. Component 1: Media Products

- Component 1 : Film – Black Panther analysis & I, Daniel Blake
- Exploring theorists and how to apply them
- Introduction to AFROFUTURISM
- Understanding of Marketing Strategies used in their campaigns
- Component 1 revision – Newspapers – Viewpoints/Ideologies and Values/Beliefs
- Understanding Vertical Integration and a study of the Economic Contexts
- Revision

08. Component 2: Media Forms & Products in depth

- Section A: Television in the Global Age.
- An analysis of Peaky Blinders with a focus on Media Language
- Mock feedback
- A study of Steve Neale's theory of Repetition & Difference
- A study of Baudrillard's Post Modernism
- A focus on Representation and Peaky Blinders
- Stuart Hall theorist and flip learning
- A study of the Historical context
- A study of Butler's theory of Gender performativity

09. Component 2: Media Forms & Products in depth

- Section A: Television in the Global Age.
- An analysis of The Bridge with a focus on Media Language
- A exploration of David Hesmondhalgh's Cultural Identity Theory.
- An introduction to Audiences: Domestic & International
- A focus on Representation in The Bridge
- An understanding of Nordic Noir
- Revision for 3rd mock exam

10. Component 2: Media Forms & Products in depth

- Section B: Magazines: Mainstream & alternative media.
- An analysis of Vogue & The Big Issue with a focus on Media Language and Representation.
- A study of Historical Context and Industry & Audience
- Section C: Media in the Online Age
- An analysis of Zoella & Attitude with a focus on Media Language and Representation
- Industry & Representation focus on Gauntlett's Cultivation Theory.

11. Revision

- Remaining time will be for revision and revisiting topics to prepare for the examination

12. Examination

A Level exams include questions that allow students to demonstrate their ability to: draw together their knowledge, understanding and skills from across the full course of study as well as provide extended responses.