



MEDIA STUDIES

REVISION OF ALL INDUSTRIES/ CSPS

- Core content and specialist knowledge: to revise and practice exam papers in preparation for the final exams.
- To finalise NEA coursework to a high standard.
- To revise exam skills and strategies.
- To revise theoretical frameworks and concepts.

TELEVISION INDUSTRY

- To explore the 'His Dark Materials' and 'Dr Who' CSPs with a consideration of theoretical framework.
- To study genre in depth.
- **Framework:** Language, Representation, Industry and Audiences.



CONTINUED
TARGETED SUPPORT



TELEVISION

NEWSPAPER INDUSTRY

- To explore The Times and The Daily Mirror CSPs and apply a secure understanding of theoretical framework.
- **Framework:** Language, Representation, Industry and Audiences.



NEWSPAPERS

NEA COMPONENT + PREPARATION

- To create a front page + double page feature for a celebrity gossip magazine.
- To demonstrate excellent knowledge of conventions of the magazine industry/ genre.
- To write a statement of intent which demonstrates secure understanding of media language, representation, industry and audiences.

REVISE MAGAZINES CSPs

- **PPE REVISION + EXAM STRATEGIES**

SOCIAL + PARTICIPATORY MEDIA

- To explore the Marcus Rashford (online presence, Kim Kardashian 'Hollywood' and 'Lara Croft Go' CSPs.

- **Framework:** Language & Representation

S + P MEDIA

YEAR 11

MUSIC VIDEOS

- To explore the Arctic Monkeys and Blackpink CSPs.
- To compare and contrast music audiences, production, changes and processes
- To explore the impact of genre
- **Framework:** Audiences & Industry



RADIO

- To explore the Radio 1 Launch Day and Kiss Breakfast CSPs in detail.
- To research a gap in the radio market and devise the launch for an online station that fills this gap.
- **Framework:** Audiences & Industry

MAGAZINES

- To explore the social contexts and conveyed meanings of the Tatler and Heat magazine CSPs.
- To create a portfolio of research on celebrity gossip magazines.
- **Framework:** Language & Representation



END OF Y10 ASSESSMENT

PROGRESSION TO Y11

End of Year Assessment



BASELINE ASSESSMENT: ANALYSE THE UNSEEN PRINT ADVERTISEMENT TO SHOW HOW ITS DESIGN AND LAYOUT COMMUNICATE MEANING.

FILM

- To develop an understanding of how films are distributed, marketed and exhibited.
- To understand the impact of the digital age.
- To explore the 'Black Widow' (Marvel) and the 'I, Daniel Blake' CSPs.
- To compare and contrast the independent film industry with Hollywood blockbusters.
- **Framework:** Industry

AD1 AD2

FILM INDUSTRY

TV ADVERTISING

- To enhance understanding of advertising conventions
- To explore the Galaxy TV advert and the NHS 'Represent' advert CSPs.
- To plan, storyboard and pitch a Christmas advert for a chosen brand which demonstrates an understanding of theoretical concepts, framework and conventions.
- **Framework:** Language, Representation & Audiences

PRINT ADVERTISING

- To develop understanding of the conventions of print advertising
- To apply knowledge of print advertising and analyse unseen media products.
- To explore the OMO print advert CSP
- **Framework:** Language & Representation

ADVERTISING

KEY FRAMEWORK

- Media Language
- Media Representation
- Media Audiences
- Media Industry

- Theoretical concepts
- Analysis techniques

AD1 AD2



CURRICULUM INTENT

- To create literate, skilled communicators capable of discussing and analysing a variety of media forms and their conventions.
- To develop expertise in the language of media production in relation to CSPs and beyond with unseen media texts.
- To enable students to discuss the the historical and social contexts of products and their impact on audiences.
- To create students capable of independent research, planning and production of their own media products whilst understanding the success criteria.

KEY STAGE

3



GCSE OPTIONS SELECTION

YEAR 10

A01

DEMONSTRATE KNOWLEDGE OF

- the theoretical framework of media
- contexts of media and their influence on media products and processes

A02

ANALYSE

- media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.

A03

CREATE

- media products for an intended audience, by applying knowledge of the theoretical framework of media to communicate meaning.



P.P.E. EXAMS

MEDIA PAPER 1- STYLE EXAM QUESTIONS



Lessons embedded in English and citizenship curricula on enhancing media literacy.

Engagement with creative media through use of technology / design & engagement with the arts

Pupils are introduced to media forms like: Newspapers, Magazines, Television, Film, Music, YouTube in school and through life experience.

