



# 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

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

## NEWSPAPERS

- 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.



## GCSE EXAMS

## FURTHER STUDY

- MEDIA STUDIES, JOURNALISM, COMMUNICATIONS, SOCIOLOGY, FILM STUDIES, BUSINESS STUDIES, MARKETING, PHOTOGRAPHY, ENGLISH

## CAREER PATHS

- ADVERTISING, MARKETING, ENTREPRENEURSHIP, TEACHING, SALES, JOURNALISM, FILM-MAKING, PHOTOGRAPHY, LAW, PSYCHOLOGY, SOCIOLOGY, POLITICS, FINANCE, PRESENTING, COMMUNICATIONS.

## SKILLS

- MEDIA LITERACY, ANALYSIS, COMMUNICATION, TECHNOLOGY, LEADERSHIP, CREATIVITY, TEAMWORK, ADVERTISING, RESILIENCE

## INTEREST

- A CONTINUED LOVE OF LEARNING ABOUT THE MEDIA INDUSTRY

## P.P.E. EXAMS

FOCUS ON SECURING UNDERSTANDING OF CSPS STUDIED FOR MEDIA PAPER 2



FOCUS ON SECURING UNDERSTANDING OF CSPS STUDIED & ELEMENTS OF PRINT MEDIA NEEDED FOR NEA WORK.

## P.P.E. EXAMS

## 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



ASSESSMENT: MEDIA PAPER 1 SECTION B (MEDIA INDUSTRIES + AUDIENCES)



## RADIO INDUSTRY

- 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

YEAR 11

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

## End of Year Assessment



## MUSIC VIDEOS

## 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



## 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

## ADVERTISING

## 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



## 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.

Pupils continue to explore media through the creation of forms like newspaper articles in English lessons. They will begin to develop skills of language analysis to support their media journey.



## GCSE OPTIONS SELECTION

YEAR 10



## INTRODUCTION

- Media Language
- Media Representation
- Media Audiences
- Media Industry
- Theoretical concepts
- Analysis techniques

## ADVERTISING KEY FRAMEWORK



## 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



## 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.