



Media Studies

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| Year 10 HT1 | <p><u>Film Marketing & Magazines (Component 1, Section A)</u></p> <p>Students explore a range of film posters, trailers and magazines, including the exam set texts which are currently Vogue (2021), GQ (2019), No Time to Die (2020) and Man With The Golden Gun (1974). Whilst studying the conventions of a typical film marketing campaign and magazines students' will also analyse and explore the following media key concepts:</p> <ul style="list-style-type: none">- <u>Media language</u>: what meanings are communicated to the audience?- <u>Representation</u>: how are different social groups represented?- <u>Audience</u>: who are the target audience?- <u>Context</u>: how does the magazine reflect the time period it was produced? |
| Year 10 HT2 | <p><u>Print Advertisement (Component 1, Section A)</u></p> <p>Students explore a range of print advertisements, including the exam set texts which are currently This Girl Can (2015) and Quality Street (1956). Whilst studying the conventions of a typical print advertisement, students' will also analyse and explore the following media key concepts:</p> <ul style="list-style-type: none">- <u>Media language</u>: what meanings are communicated to the audience?- <u>Representation</u>: how are different social groups represented?- <u>Audience</u>: who are the target audience?- <u>Context</u>: how does the print advert reflect the time period it was produced? |
| Year 10 HT3 | <p><u>Newspapers (Component 1, Section A & B)</u></p> <p>Students explore a range of newspaper front covers, including the exam set texts which are currently The Guardian (19 January 2021) and The Sun (01 January 2021). Whilst studying the conventions of a typical tabloid and broadsheet newspapers students' will also analyse and explore the following media key concepts:</p> <ul style="list-style-type: none">- <u>Media language</u>: what meanings are communicated to the audience?- <u>Representation</u>: how are different social groups represented?- <u>Audience</u>: who are the target audience?- <u>Industry</u>: who owns the newspaper and how does this impact media language?- <u>Context</u>: how does the newspaper reflect it's political leaning? |
| Year 10 HT4 and 5 | <p><u>Video Games & Radio (Component 1, Section B)</u></p> <p>Students explore the set texts of Fortnite (video game) and The Archers (radio). Predominantly this module focuses on knowledge and understanding rather than analysis skills. Students' will explore the following media key concepts:</p> <ul style="list-style-type: none">- <u>Audience</u>: who are the target audience and how do they engage with the media product?- <u>Industry</u>: how does the media product make money and how is it regulated? |
| Year 10 HT6 | <p><u>Non-Exam Assessment (NEA, Component 3)</u></p> <p>During the summer term students will complete their NEA coursework module which will involve creating two completely original media products based on a small 'brief' released by the exam board in March. Students will become familiar with PhotoShop and using DSLR cameras. Students are expected to produce the following:</p> <ul style="list-style-type: none">- Statement of Aims- DVD front and back cover- Theatrical poster <p>June/July - Year 10 Mock Exam Paper 1</p> |



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| Year 11 HT1 | <u>TV Sitcoms & Radio (Component 2, Section A)</u> Students explore the exam set texts of Friends (1991) and Modern Family (2008). Whilst studying the conventions of a typical conventions of TV sitcoms, students' will also analyse and explore the following media key concepts: <ul style="list-style-type: none">- <u>Media language</u>: what meanings are communicated to the audience?- <u>Representation</u>: how are different social groups represented?- <u>Context</u>: how does the sitcom reflect the time it was produced? |
| Year 11 HT2 | <u>Music Videos & Online Media (Component 2, Section B)</u> Students explore the music, music videos and online presences of Taylor Swift and Stormzy, which are the exam set texts. Whilst studying the conventions of how music artists market their music online, students' will also analyse and explore the following media key concepts: <ul style="list-style-type: none">- <u>Media language</u>: what meanings are communicated to the audience?- <u>Representation</u>: how are different social groups represented?- <u>Audience</u>: who are the target audience?- <u>Industry</u>: the nature of media production, including by large organisations, who own the products they produce, and by individuals and groups. November/December - Mock Exam Paper 1 and Paper 2 |
| Year 11 HT3 | <u>Revision</u> Students will receive feedback from their mock exams in December and improve exam answers. A 12 week revision scheme of work will be followed in response to mock exam feedback in the lead up to the June/July exams. February - Mock Exam Paper 1 and Paper 2 |
| Year 11 HT4 | <u>Revision</u> Students will receive feedback from their mock exams in February and improve exam answers. A 12 week revision scheme of work will be followed in response to mock exam feedback in the lead up to the June/July exams. |
| Year 11 HT5 | GCSE Exams |