

Fareham Academy Media Studies Overview – Year 10

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic(s)	Media Language & Media Representations	Media Audiences & Media Industries	Print Media: Newspapers Industry	Magazines & Advertising	Film Industry & TV Industry	Non-Examined Assessment
Topic Objectives	Analyse how media products communicate meaning. Evaluate how products represent different social groups and why.	Evaluate how audiences interact with and are influenced by media products. Explain how media industries evolve and grow.	Analyse how <i>The Times</i> and <i>The Daily Mirror</i> communicate meaning and represent social issues. Evaluate how newspapers are influenced by audience, ownership and politics.	Analyse how magazines and adverts communicate meaning. Analyse how magazines and adverts represent society.	Evaluate and compare two companies from the film industry. Analyse sci-fi television and its representation of social groups.	Produce a media product inspired by a brief provided by AQA.
Acquired Knowledge/Skills	Analysis of media products. Media language and representation terminology.	Evaluation of media products and theories. Audience theories. Media audiences and industries terminology.	Newspaper codes and conventions. Analysis of a newspaper. Evaluation of newspaper industry.	Magazines and advertising codes and conventions. Analysis and evaluation of magazines and advertising.	Narrative theories. Evaluation of film industry. Analysis of TV media products and evaluation of industry.	Creation of media product.
Assessments	12-mark analysis of unseen advert 12-mark analysis on representation of class 20-mark essay on representation and power	20-mark essay on audience theories Key terminology test	Media Studies Paper 1 mock examination 20-mark essay on newspapers	12-mark exam analysis of magazine 20-mark essay on advertising	20-mark essay on Film industry 20-mark essay on TV industry	End of Year Media Studies Paper 2 mock examination Statement of Intent (10 marks) – Graded as part of NEA