

Media Studies Curriculum 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	Newspapers & Magazines	Adverts & Film	TV	Revision & Non-Examined Assessment
Topic Objectives	To understand the elements of the theoretical Framework above through the introduction to a variety of media Language, which is applied to a variety of media texts.	To understand the elements of the theoretical Framework above through the introduction to a variety of media Language, which is applied to a variety of media texts.	Analysis of the front cover and one double page article from both 'The Times' and 'The Mirror' Analysis of the front cover of 'Heat' and 'Tatler'	Analysis of three adverts: Omo, Galaxy and Represent Understanding the difference between the independent and global film industry, with reference to I, Daniel Blake' and Black Widow'	Analysis of the first episode of 'Dr Who: An Unearthly Child' and the first episode from series two of 'His Dark Materials: The City of Magpies'	To revise for the end of year 10 mock exams and complete the non-examined assessment.
Acquired Knowledge/ Skills	- Analysis of Connotation and mise-en-scene - Analysis of technical codes such as editing and sound - Understanding of stereotypes and how different social groups are represented - Exploring the difference between	- Audience Theories: Uses and Gratifications, Stuart Hall, Audience Pleasures, Cultivation Theory, Two Step Flow theory, and hypodermic needle theory - Audience segmentation, Audience	- News Values - Codes and Conventions of Newspapers - The Times front Cover - The Mirror Front Cover - The double Page articles - Political Bias - Influence of Ownership - IPSO	- Codes and Conventions of Adverts - Omo Analysis - Omo Context - Galaxy Analysis - Galaxy Context - Represent Analysis - Represent Context - The film industry - Black Widow production,	- History of the TV industry 'Dr Who: An Unearthly Child' analysis 'His Dark Materials: The City of Magpies' – analysis - Narrative Theory - Influence of Context - Media representation	- As appropriate for the class in lead up to year 10 PPE. - Feedback and teacher 'DTT' dependent on class teacher. - Non-examined Assessment responding to a brief that changes annually

	dominant and contested representation	measuring and marketing Media industries, expansion, diversification and funding	- Codes and Conventions of magazines - Heat - Tatler - Representation in magazines	funding and marketing I, Daniel Blake production, funding and marketing	Media audiences	
Assessments	Class work assessed: - Advert analysis - Jurassic Park analysis - Representation of the working Class - Representation of gender In-class mini assessment	Class work assessed: 20-mark essay evaluating audiences	January assessment Class work assessed: 20-mark essay evaluating influence on newspaper production - Exam questions on magazines	Class work assessed: - Exam questions on adverts 20mark essay comparing the film industry	Class work assessed: Exam questions on TV	Year 10 PPE – Paper 2
Other Links (e.g. SMSC, FBV, Greener Curriculum)	SMSC: ethics, integrity, respect, kindness, influences FBV: Mutual respect, tolerance, diversity, other viewpoints	SMSC: lifestyle, pride, religions, traditions, influences. FBV: Tolerance, mutual respect making decisions together	Greener curriculum: print media moving to online SMSC: understanding, kindness, resilience, influences, traditions FBV: The rule of law, mutual respect, kindness	Greener curriculum: Global industries and cultural imperialism SMSC: acceptance, tolerance, respect, ethics, heritage, understanding, kindness, resilience. FBV: mutual respect	Greener curriculum: changes to technology over time SMSC: communication, pride, kindness FBV: individual liberty, mutual respect	SMSC: Resilience, integrity, communication, ambition FBV: Working together

Media Studies Curriculum Overview

Year 11

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic(s)	Music Videos and Paper 1 (revision)	Radio	OSP (Online, Social and Participatory Media)	Revision		
Topic Objectives	To explore and evaluate the CSPs for the Music Videos unit: Black Pink 'How You Like That' and Arctic Monkeys 'I Bet You Look Good on the Dancefloor' (representation, industry, analysis) Paper 1 revision (magazines, adverts, newspapers, film)	To explore and evaluate the CSPs for the Radio unit: Tony Blackburn's Radio 1 Breakfast Show and KISS breakfast with Jordan and Perri	To explore and evaluate the CSPs for the OSP unit: Kim Kardashian Hollywood, Lara Croft Go and Marcus Rashford (website, social media posts) Paper 2 revision	As appropriate for the emerging needs of the class in the lead up to PPEs and then Final Exams, covering all the acquired knowledge and skills covered in Year 10 and Year 11.		
Acquired Knowledge/ Skills	- History of Music Videos - Analysis of CPs and application of industries and audiences knowledge - Revision of key skills and media framework and application to CSPs - Unseen analysis	- History of radio industry, regulation and funding, digital radio and contexts - Analysis of radio shows and application of audience theory to CSPs	- History of online and video games and regulation - Analysis of the CSPs - Application of representation, audience theory and analysis - Paper 2 revision	Recall of all acquired knowledge and skills of the course so far		
Assessments	Assessed 12-marker (revision)	- Media Paper 1 – PPE Exams - Assessed 20-marker – Digital Radio and Contexts - Marked exam questions	- Assessed 20-marker – Audiences - Assessed exam questions	Year 11 PPE 2 – Paper 2	As appropriate for revision	

Other Links (e.g. SMSC, FBV, Greener Curriculum)	SMSC: Understanding, acceptance, pride, respect, heritage. FBV: Tolerance, diversity, mutual respect.	SMSC: Understanding, acceptance, pride, respect, heritage. FBV: Tolerance, the rule of law.	SMSC: Understanding, acceptance, pride, respect, heritage. FBV: mutual respect, individual liberty, tolerance.	As Year 10
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