**Subject: Media**

The GCSE and A Level Media Studies courses develop students’ understanding of key media concepts (the ‘theoretical network’). These include media language, media representations, media industries and media audiences. Students learn how to apply this knowledge to a wide range of texts such as magazine and newspaper texts, film posters/trailers, radio texts, online texts, video game texts and television programmes. The subject provides students with the opportunity to develop analysis skills, as well as making judgements and arguments based on evidence. Students develop creative skills in making their own print texts (GCSE and A Level), online texts (A Level) and television programme extracts (A Level). Media students develop an understanding of the world in which they live, while appreciating how meaning is constructed by the media in our culture/society.

Both GCSE and A Level courses include 3 units as follows:

Component 1: the study of a wide range of media texts. Students study and apply media concepts to the set texts.

Component 2: the study of a smaller number of media texts. Students study these texts in more detail and apply all of the media concepts to each of the texts.

Component 3: this is the non-examined unit (NEA). Students plan, research and make their own media texts. This unit is worth 30% of both the A Level and GCSE courses.

GCSE and A Level Courses: Exam Board WJEC/Eduqas

**Curriculum Breakdown Key Stage Four Media Studies: Year 9**

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| AUTUMN | SPRING | SUMMER |
| Autumn 1:  **Induction** to cover key concepts of Media Language, Representation, Media Industries, Media Audiences and Context.  Media forms to be covered: Newspapers (all concepts), Advertising/Marketing e.g. film posters (concepts to cover are Media Lang, Representation and context), Magazines (concepts as Advertising), Video Games (Media Industry and Media Audiences)  6-7 WEEKS | Spring 1:  COMPONENT 1: SECTION A  Key Concepts: Media Language and Repesentation.  Media forms to cover:   * Magazine Covers * Newspapers   6 WEEKS | Summer 1:  *(COURSEWORK SIMULATION CONT: Magazine front cover targeting a specific audience and creating representations. Include some research and planning and statement of aims.*  *1-2 WEEKS if time)*  COMPONENT 1: SECTION B  Key Concepts: Media Industry and Media Audiences.  Media forms to cover:   * Radio * Newspapers   4 WEEKS |
| Autumn 2:  **Induction**: introduction to Photoshop. Film Poster design for new film (specific genre and target audience). 2 WEEKS  Induction: media forms to be covered: Film (Media Industry), Radio (Media Industry, Media Audiences, Context) 2 WEEKS  N.B START COMPONENT 1 (2-3 WEEKS)  7-8 WEEKS | Spring 2:  COMPONENT 1: SECTION A  Key Concepts: Media Language and Repesentation.  Media forms to cover:   * Film Posters * Print Adverts   4 WEEKS  *(COURSEWORK SIMULATION: Magazine front cover targeting a specific audience and creating Representations. Include some research and planning and statement of aims. 2 WEEKS if time)* | Summer 2:  COMPONENT 1: SECTION B  Key Concepts: Media Industry and Media Audiences.  Media forms to cover:   * Video Games: Pokemon Go (MOVED TO YEAR 11 AUTUMN 2) * Film Industry   5 WEEKS  REVISION for end of year assessment and exam  1-2 WEEKS |

**Curriculum Breakdown Key Stage Four Media Studies: Year 10**

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| **AUTUMN** | **SPRING** | **SUMMER** |
| Autumn 1:  COMPONENT 2: SECTION A  Key Concepts: Media Forms and Media Products.  Media form to cover: Television – Situation Comedy.  2 set texts – focus on 1 text this half term  (IT Crowd).  Content to cover: Media Language, Representation, Media Industries, Media Audiences, social, cultural and historical contexts.  7 WEEKS | Spring 1:  COMPONENT 2: SECTION B  Media Forms and Products  Media forms to cover: Music Video and On-line Media.  5 set texts: 3 music videos and 2 websites.  Content to cover: Media language, Representation, Media Industries, Media audiences, Media Contexts.  Focus for this half term: 1 music video and linked website and 1 music video from the past.  6 WEEKS | Summer 1:  COMPONENT 1: SECTION A Re-cap Film Posters (Media Language and Representations). Also need to cover how film posters target specific audiences and how they relate to Distribution.  1-2 WEEKS  COMPONENT 3: COURSEWORK  Possible production task could be film poster/s and DVD cover for a new genre film targeting a specific audience (set by board in March).  Focus for this half term: Research and Planning and Statement of Aims Document.  4 WEEKS |
| Autumn 2:  COMPONENT 2: SECTION A  Key Concepts: Media Forms and Media Products.  Media form to cover: Television – Situation Comedy.  2 set texts – focus on 1 text this half term (Friends).  5-6 WEEKS  Revision and Assessment task for Component 2: Section A  1-2 WEEKS | Spring 2:  COMPONENT 2: SECTION B CONT  Media Forms and Products  Content to cover: Media language, Representation, Media Industries, Media audiences, Media Contexts.  Focus for this half term: 1 music video and linked website.  4 WEEKS  REVISION and Assessment task for Component 2: Section B  2 WEEKS | Summer 2:  REVISION FOR YEAR 10 EXAM  1 WEEK  YEAR 10 EXAM  1 WEEK  **COMPONENT 3: COURSEWORK**  Focus for this half term: production drafting.  3 WEEKS  N.B. Work Experience = 2 WEEKS |

**Curriculum Breakdown Key Stage Four Media Studies: Year 11**

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| **AUTUMN** | **SPRING** | **SUMMER** |
| Autumn 1:  COMPONENT 3: COURSEWORK  Possible production task could be film poster/s and DVD cover for a new genre film targeting a specific audience (set by board in March).  Focus for this half term: Production of Print Texts.  7 WEEKS | Spring 1:  COMPONENT 3: COURSEWORK  Final review.  2 WEEKS  REVISION OF COMPONENT A: SECTION A  4 WEEKS | Summer 1:  REVISION OF COMPONENT B: SECTION B  2 WEEKS.  EXAM PREPARATION  3 WEEKS  GCSE EXAM – PAPER 1 |
| Autumn 2:  COMPONENT 3: COURSEWORK – completing production.  2 WEEKS  **N.B Moved from Year 9 Summer 2:** COMPONENT 1: SECTION B  Key Concepts: Media Industry and Media Audiences.  Media forms to cover:   * Video Games: Pokemon Go * Film   3 WEEKS  REVISION FOR YEAR 11 MOCK EXAM  1 WEEK  YEAR 11 MOCK EXAM  1 WEEK | Spring 2:  REVISION OF COMPONENT A: SECTION B  4 WEEKS  REVISION OF COMPONENT B: SECTION A  2 WEEKS | Summer 2:  GCSE EXAM – PAPER 2 |

**Curriculum Breakdown Key Stage Five Media Studies: Year 12**

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| **AUTUMN 1** | **SPRING 1** | **SUMMER 1** |
| Induction to key theoretical areas:  Media Lang, Representation, Media Industries, Audiences and Contexts.  (3-4 WEEKS)  Component 1 – Section A and B: Advertising and Marketing  3 texts set by board: Tide, Wateraid and Kiss of the Vampire.  Section A analysis to cover:  Media Lang, Representation, Media Contexts.  Section B analysis to cover:  Audiences and Media Industries (context) – N.B. Section B based on 2 of the set texts.  (3 WEEKS) | Component 1 – Section A and B: Newspapers  2 texts set by board: The Daily Mirror, The Times.  (2 WEEKS)  Component 2: Section A – Television in the Global Age  2 texts set by board: Humans & The Returned.  Analysis to cover:  Media Lang, Representation, Media Industries, Media Audiences (N.B. Theory requirements for each area).  (4 WEEKS) | Component 1 – Section A: Music Video  2 videos set by board: Formation – Beyonce & Riptide – Vance Joy  Analysis to cover:  Media Lang, Representation, Media Contexts.  (3 WEEKS)  Component 1 – Section B: Cross-media (Film Marketing)  2 texts set by board: Straight Outta Compton; I, Daniel Blake  Analysis to cover:  Media Industries, Media Contexts.  (3 WEEKS) |
| **AUTUMN 2** | **SPRING 2** | **SUMMER 2** |
| Component 1 – Section A and B: Advertising and Marketing  Finish Advertising and Marketing.  (3 WEEKS)  Component 1 – Section A and B: Newspapers  2 texts set by board: The Daily Mirror, The Times.  Section A analysis to cover:  Media Lang, Representation, Media contexts  Section B analysis to cover:  Audiences and Media Industries  (4 WEEKS) | Component 2: Section A – Television in the Global Age  Finishing unit  (4 WEEKS)  Component 1 – Section A: Music Video  2 videos set by board: Formation – Beyonce & Riptide – Vance Joy  Analysis to cover:  Media Lang, Representation, Media Contexts.  (2 WEEKS) | Component 1 – Section B: Cross-media (Film Marketing)  2 texts set by board: Straight Outta Compton; I, Daniel Blake  (2 WEEKS)  Component 3: Cross-media Production  Research and planning  (2-3 WEEKS – 4 periods per week)  N.B Revision for End of Year Exam.  (2 WEEKS – 2 periods per week)  Exam Week = 1 WEEK  N.B. Work Experience = 1 WEEK  Futures Week = 1 WEEK |

**Curriculum Breakdown Key Stage Five Media Studies: Year 13**

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| **AUTUMN 1** | **SPRING 1** | **SUMMER 1** |
| Component 3: Cross-media Production  Production Task – set by board. Probably TV e.g. opening sequence and magazine front cover promoting programme.  (7 WEEKS – 4 periods per week)  Component 2: Section B – Magazines: Mainstream and Alternative Media.  2 texts set by board: Woman’s Realm & Huck  Analysis to cover:  Media Lang, Representation, Media Industries, Media Audiences (N.B. Theory requirements for each area).  (7 WEEKS – 2 periods per week) | Component 2: Section B – Magazines: Mainstream and Alternative Media.  Finishing unit.  (2 WEEKS)  Component 1 – Section B: Radio  1 text set by board: Late Night Woman’s Hour  Analysis to cover:  Media Industries, Audiences, Media Contexts.  (3 WEEKS)  Component 2: Section C – Media in the Online Age  2 texts set by board (e.g. Zoella and Attitude blog/website).  Analysis to cover:  Media Lang, Representation, Media Industries, Media Audiences (N.B. Theory requirements for each area). (1 WEEK) | Component 1 – Section B: Video Games  1 text set by board e.g. Assassin’s Creed)  Analysis to cover:  Media Industries, Media Contexts  (2 WEEKS)  Revision of Component 1 and 2.  (3 WEEKS) |
| **AUTUMN 2** | **SPRING 2** | **SUMMER 2** |
| Component 3: Cross-media Production  Completion of coursework.  (6 WEEKS – 4 periods per week)  Component 2: Section B – Magazines: Mainstream and Alternative Media.  2 texts set by board: Woman’s Realm & Huck  Analysis to cover:  Media Lang, Representation, Media Industries, Media Audiences (N.B. Theory requirements for each area).  (7 WEEKS - 2 periods per week + 1 WEEK of 6 periods) | Component 2: Section C – Media in the Online Age  2 texts set by board (e.g. Zoella and Attitude blog/website).  Analysis to cover:  Media Lang, Representation, Media Industries, Media Audiences (N.B. Theory requirements for each area).  (6 WEEKS) | **A Level Exams: 2 Papers** |