



# Media Studies

MEDIA STUDIES	Content
Year 10 HT 1	This half term focuses on Media Contexts (How a product fits the society and moment in history for which it was made), Media Language (layout /design /camera work / typography) and Media Representations (how the media chooses to represent people and events). The set products covered are The Sun newspaper (2018), the Quality Street advertising campaign (1956) and the 'This Girl Can' promotional campaign (2016). The work involves analysis of the products, example exam questions and original design work.
Year 10 HT 2	This half term will see the beginning of the study of topics from the second half of Paper 1. There is a change of focus from the previous analytical work to a more in depth study of the media as an industry and audience engagement. There is more focus on Media theory such as The Uses and Gratifications theory and Reception theory to examine how audiences respond to media products. The main topic will be radio and the set product is 'The Archers'
Year 10 HT 3	This half term continues to focus on the topics from the second half of paper 1 which concentrate on Media Audiences and Industry. We examine the video game industry with reference to 'Fortnite' and its place within the context of the industry as a whole. We will also return to the topic of newspapers and examine how the industry has tried to digitalise itself in the light of falling sales.
Year 10 HT 4	This half term will be used to consolidate knowledge of all the 12 topics covered so far to ensure knowledge is retained and extended. On March 1st, the coursework briefs are released and students will begin their research and planning tasks ready for the design based coursework. This will take the entire summer term and finished work is worth 30% of their final grade
Year 10 HT 5	This half term will focus entirely on completing our film marketing coursework which makes up 30% of the final grade. As well as keeping to deadlines in class, the coursework requires some work to be undertaken outside of school.
Year 10 HT 6	During this half term, students must complete their practical coursework in the first few weeks and undertake the written component. Student's coursework will be marked and moderated internally and their marks will be available before the end of term. We will then spend time preparing for the year 10 exam which will be a complete GCSE Paper 1. Time will be spent going through the paper after the exam session has finished. We may also be able to make a head start on some Yr11 work from Paper 2, the first topic being TV Crime Drama.
Year 11 HT 1	This half term focuses on TV Crime Drama. The set products are 'Luther' 2010 and 'The Sweeney' 1975. Students will extend their analytical skills with particular reference to the representations of character and narrative within the context of audience /society at the time of filming
Year 11 HT 2	This half term focuses on TV Crime Drama. The set products are 'Luther' 2010 and 'The Sweeney' 1975. These 2 topics form section A of paper 2. Students will extend their analytical skills with particular reference to the representations of character and narrative within the context of audience /society at the time of filming. During this half term, there will also be a focus on revision of topics from year 9 & 10 in preparation for the PPE exams. The students will sit a full paper 1 in the exam hall, and section A of paper 2 in a Media lesson. Paper 2 contains audio visual clips meaning that even summer GCSE exam will be taken in a classroom.
Year 11 HT 3	This half term is spent covering the final topics for paper 2 of the exam. There are 3 music videos to analyse in terms of their context, use of camera and editing, representations of race and gender and their audience appeal. We begin with 'Rio' (Duran Duran) and the video industry during the 1980's
Year 11 HT 4	This half term sees the completion of the study of music videos. The set products are Katy Perry 'Roar' and Bruno Mars 'Uptown Funk'. We examine elements of filming, stereotypical representations, narrative, context, audiences and the music video industry. We also examine the current websites for the above 2 artistes - katyperry.com and brunomars.com
Year 11 HT 5	This half term will be in depth revision of all topics, practice papers and final preparations for the exams.