



Media Studies

MEDIA STUDIES	Content
Year 10 HT 1	<p>The course begins with a study of film and the film industry. There are 2 James Bond marketing campaigns to analyse - The Man with the Golden Gun (1973) and No Time to Die (2021). Students will learn about camera angles, use of colour, layout & design and narrative. They also examine elements of the social & historical context in which the film was made. They learn to use some Media Theory (Male Gaze, Enigma Code, Propp's characters). The final 2 weeks are spent studying the film industry. This includes learning about film regulation terminology and being able to identify regulation within actual scenes. We also find out about the financial structure of film companies.</p>
Year 10 HT 2	<p>This half term focusses on the print media. We study 2 magazines (Vogue and GQ) and 2 newspapers (The Guardian and The Sun). Students learn to analyse the front covers and use all the associated terminology such as : masthead, copy, coverlines & anchorage text for magazines and headline, byline & standfirst for newspapers. We examine readership and political affiliation with newspapers. Students will also have the opportunity to create a front cover for an original magazine.</p>
Year 10 HT 3	<p>The study of newspapers continues in this half term – this time with the focus on industry and audience. We look at finance and the changing face of how audiences consume the news – the decline of print copies and the rise of internet news. In the second half of the half term, we examine print advertising, looking at 2 specific campaigns : Quality Street (1956) and This Girl can (2016). Students will look at the historical context of the adverts and have the opportunity to make their own original adverts for both products.</p>
Year 10 HT 4	<p>Students complete the final topics for paper 1 of their GCSE. The topics are radio (The Archers) and video games (Fortnite). For both topics, they will study funding, development, regulation and production. They will examine who exactly the audience is and how the producers maintain their audiences. We will focus our audience answers around 'The Uses and Gratifications' theory.</p>
Year 10 HT 5	<p>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.</p>
Year 10 HT 6	<p>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.</p>
Year 11 HT 1	<p>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</p>
Year 11 HT 2	<p>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.</p>
Year 11 HT 3	<p>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</p>
	<p>This half term sees the completion of the study of music videos. The set products are Lizzo 'Good as Hell 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</p>