

KS4 Long Term Curriculum Plan: Media Studies/Year 10 2023-2024

Curriculum Aim:

In Media Studies we aim to prepare students for their GCSE exams whilst also allowing students to have an evaluative view of the motivations of Media industries and make students more active consumers of Media texts. GCSE Media studies prepares students to make informed decisions about further study and progression to A level or employment.

Link to prior learning: The subject builds on key analytical skills learnt in English where students are able to infer and determine effects on readers/audiences

Rationale of sequencing: We begin the course by focusing on advertising as these **Close Study Products** (CSPs) represent all media forms and allow students to apply a full range of media vocabulary to each CSP. This also allows for the teaching of Language and representation first; areas which underpin the entire theoretical framework. We will later embed the vocabulary and skills gained through the study of other CSPs, working towards knowledge of all 4 strands of the theoretical framework in Media Studies.

	Focus / Topic	Knowledge & Skills (from NC/Programmes of Study)	Assessment
Autumn 1	'OMO' Print advert from Woman's Own magazine	Students will develop knowledge and skills in exploring Media Language and Representations in print, TV and social and participatory media, whilst focusing on the following: <ul style="list-style-type: none"> • how choice (selection, combination and exclusion) of elements of media language influences meaning in media products • the relationship between technology and media products • the codes and conventions of media language • how representations reflect the social, historical and cultural contexts in which they were produced 	Media 1 style exam questions focusing on advertising and marketing which assess knowledge of; -Media language -Media -Representation Y10 ASSESSMENT WEEK 30/10/23 -03/11/23
Autumn 2	Television advertisement for 'Galaxy' 'NHS REPRS3NT' online/social/participatory campaign video		

Spring 1	Music Videos	Students will Explore and compare Media Audiences and Media Industries related to: Arctic Monkeys – ‘I bet You Look Good On The Dance floor’ and Black Pink – ‘How You Like That’ by look closely at the following: <ul style="list-style-type: none"> • how the media operate as commercial industries on a global scale and reach both large and specialised audiences • how and why media products are aimed at a range of audiences, from small, specialised audiences to large mass audiences 	Media 1 style exam questions focusing on music Videos and Radio which assess knowledge of;
	Radio	Students will explore and compare Media Audiences and Media Industries related to: Radio 1 Launch Day, Tony Blackburn & KISS FM Breakfast on KISS Radio <ul style="list-style-type: none"> • the effect of ownership and control of media organisations, including conglomerate ownership, diversification and vertical integration • the importance of different funding models, including government funded, not-for-profit and commercial models • the ways in which people’s media practices are connected to their identity, including their sense of actual and desired self 	-Media Audiences -Media Industries Assessment week w/b 7th Nov 2022
Spring 2	The Film Industry	Students will Explore and compare Media Industries through the promotion of Marvel’s ‘Black Widow’ and Ken Loach’s ‘I, Daniel Blake’. Students will gain knowledge of: <ul style="list-style-type: none"> • the effect of ownership and control of media organisations, including conglomerate ownership, diversification and vertical integration • the importance of different funding models, including government funded, not-for-profit and commercial models • how the media operate as commercial industries on a global scale and reach both large and specialised audiences 	Media 1 style exam questions focusing on the Film Industry which assess knowledge of; -Media Industries
Summer 1	Online, Social and Participatory Media	Students will Explore and compare the relevance of Media Language, Media Audiences, Media Representation and Media Industries in: Marcus Rashford (online presence), Kim Kardashian; Hollywood (mobile game), Lara Croft Go (mobile game) <ul style="list-style-type: none"> • how and why media products are aimed at a range of audiences, from small, specialised audiences to large mass audiences • the challenges for media regulation presented by 'new' digital technologies • the various forms of media language used to create and communicate meanings in media products • the choices media producers make about how to represent particular events, social groups and ideas 	Media 1 style exam questions focusing on Online, Social and Participatory Media which assess knowledge of; -All four aspects of the theoretical Framework

Summer 2	Revision of all CSPs in prep for end of year PPEs	Recall and revision of all aspects of the theoretical framework and close application to the CSPs studied	End of year PPE based around the Media 1 examination Y10 EOY EXAMS 17/06/24 - 28/06/24
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Further Information

The Course Specification <https://filestore.aqa.org.uk/resources/media-studies/specifications/AQA-8572-SP-2017.PDF> Wider reading can be found on The English and Media Centre website: <https://www.englishandmedia.co.uk/mediamag-login> Username: chacemediamag Password: mediaandfilm

In analysing the media, students will develop the skills to:

- analyse and compare how media products construct and communicate meaning and generate intended interpretations and responses
- respond through discursive writing to show knowledge and understanding of media issues
- use specialist subject specific terminology appropriately

DFE Subject content: https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/496451/Media_studies_GCSE_subject_content.pdf