

## KS4 Long Term Curriculum Plan: Media Studies/Year 11 2023-2024

**Curriculum Aim:** In Media 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 AS and A level or employment.

**Link to prior learning:** This course will build on the knowledge and Skills developed during study in Year 10 as well as analytical skills learnt in English where students are able to infer and determine effects on readers/audiences.

**Rationale of sequencing:** During this part of the course we use all learning from Media 1 exam prep and focus on Media 2. We are also able to allow students to incorporate all of their learning from all CSPs into their NEA. We have left the television unit until last as this is extract based and will need key exam practise. It is also worth 25% of the examined marks.

	Focus / Topic	Knowledge & Skills (from NC/Programmes of Study)	Assessment
Autumn 1	<b>Online Social and Participatory Media</b>	<p>Students will Explore and compare the relevance of <b>Media Language, Media Audiences, Media Representation and Media Industries</b> in: Marcus Rashford (online presence), Kim Kardashian; Hollywood (mobile game), Lara Croft Go (mobile game)</p> <ul style="list-style-type: none"> <li>• how and why media products are aimed at a range of audiences, from small, specialised audiences to large mass audiences</li> <li>• the challenges for media regulation presented by 'new' digital technologies</li> <li>• the various forms of media language used to create and communicate meanings in media products</li> <li>• the choices media producers make about how to represent particular events, social groups and ideas</li> </ul>	<p>Media 1&amp;2 style exam questions focusing on magazines/Newspapers which assess knowledge of:</p> <ul style="list-style-type: none"> <li>-Media language</li> <li>-Media Representation</li> <li>-Media Audiences</li> <li>-Media Industries</li> </ul> <p><b>W/B 4th Dec 2023</b></p>
Autumn 2	<b>Print Media Magazines</b>	<p>Students will explore and compare <b>Media Audiences</b> and <b>Media Representation</b> related to: Tatler January 2021 and Heat 21-27 Nov 2020. During this study they will understand the following:</p> <ul style="list-style-type: none"> <li>• the ways aspects of reality may be represented differently depending on the purposes of the producers</li> <li>• how and why media products are aimed at a range of audiences, from small, specialised audiences to large mass audiences</li> </ul>	
	<b>Newspapers</b>	<p>Students will explore and compare <b>Media Language, Media Audiences, Media Representation and Media Industries</b> related to: The Daily Mirror and The Times newspapers. Students will understand the following:</p> <ul style="list-style-type: none"> <li>• how choice of elements of media language influences meaning in media products, to portray aspects of reality, to construct points of view, and to represent the world in ways that convey messages and values</li> <li>• the ways in which the media re-present (rather than simply present) the world, and construct versions of reality</li> </ul>	

		<ul style="list-style-type: none"> <li>• the nature of media production, including by large organisations, who own the products they produce, and by individuals and groups</li> <li>• how media organisations categorise audiences</li> </ul>	
Spring 1	<b>NEA (choice of 5 current briefs)</b>	<p>Students will plan and produce a practical media product based on their knowledge of the CSPs and using their practical media skills. They will do the following:</p> <ul style="list-style-type: none"> <li>• apply knowledge and understanding of media language and representation from the theoretical framework to a media production</li> <li>• use media language to express and communicate meaning to an intended audience</li> </ul>	<p>Students' work and statement of intent is assessed against the exam board mark scheme and marks are verified by the exam board. The NEA is worth 30% of the entire GCSE qualification.</p> <p><b>PPE W/B 4th March 2023</b></p>
Spring 2	<b>Television</b>	<p>Students will explore and compare <b>Media Language, Media Audiences, Media Representation and Media Industries</b> related to: Dr Who 'An Unearthly Child' and His Dark Materials 'City of Magpies'. Students will learn the following:</p> <ul style="list-style-type: none"> <li>• the various forms of media language used to create and communicate meanings in media products</li> <li>• how and why particular social groups may be under-represented or misrepresented</li> <li>• the nature of media production, including by large organisations, who own the products they produce, and by individuals and groups</li> <li>• how audiences may respond to and interpret media products and why these responses and interpretations may change over time</li> <li>• the ways in which people's media practices are connected to their identity, including their sense of actual and desired self</li> </ul>	<p>Media 2 (extract based) exam questions focusing on all areas of the Theoretical Framework.</p>
Summer 1	<b>Revision of all CSPs</b>	<p>Revision and practise of all areas of the Theoretical Framework as well as responding to unseen media.</p>	<p>Media 1 and Media 2 style exam questions focusing on;</p> <ul style="list-style-type: none"> <li>-All four aspects of the theoretical Framework</li> <li>-All CSPs Studied</li> <li>-Responding to unseen media</li> </ul>

Summer 2	<b>Revision of all CSPs in prep for end of year PPEs</b>	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.
----------	--	---	---

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](https://assets.publishing.service.gov.uk/government/uploads/system/uploads/attachment_data/file/496451/Media_studies_GCSE_subject_content.pdf)