



The Media Studies curriculum has been designed to enable students to engage with familiar texts and societal issues in analytical ways. To expose students to a range of genres and media areas from a varying time periods. All students should have a grasp of the relationship between text and the audiences, how meaning is made and how aspects of a variety of media industries operate.

TERM 1: Introduction to Media Studies: a brief unit designed to introduce key aspects of textual analysis.
Discerning and Intentional
STUDENTS MUST KNOW:

- How to deconstruct a still image in order to make a **connotational** reading
- The ways in which **representations** are shaped by **compositional** choices

Component 1 Section A: Advertising and Marketing
Deconstruction of *Quality Street* and *This Girl Can* print ads.
Deconstruction of Magazine covers *GQ* and *Pride* magazines
STUDENTS MUST KNOW:

- How to analyse the **representations of gender and use of media language** in these texts.

HOW THIS WILL BE ASSESSED:
Through extended essay style responses and exam questions. As well as through creative design practical tasks.

TERM 2: Component 2 Section A: TV genre Crime Drama Luther (Primary Text) and The Sweeney
Discerning and Intentional
STUDENTS MUST KNOW:

- How to analyse and compare the ways media **products construct and communicate meaning.**
- How to use **relevant theories** or **theoretical perspectives** and **relevant subject specific terminology**
- How to respond through **discursive writing** to show K and U of **media issues**
- How to construct and develop a sustained line of argument which is coherent, relevant, sustained and logically structured.
- How to **analyse key sequences** to explore the **ways micro features** are used create meaning.
- How to Analyse and evaluate **representations of gender, ethnicity, sexuality and disability** in key sequences
- How to explore the **contexts** of the two texts and the impact this has on the content of the shows.

HOW THIS WILL BE ASSESSED:
Through extended essay style responses and exam questions. As well as through creative design practical tasks.

TERM 3: NEA Magazine Production Unit
Loving and Faith-filled
STUDENTS MUST KNOW:

- The key study areas that will be examined in each section of
- How to **analyse magazine front covers** and **articles** in a range of **genres in order to establish codes and conventions.**
- How magazines create a **house style** to appeal to their **target audience**
- How to compose and take images to suit a particular **genre** and **target audience**
- How to create a front cover that follows the **conventions** of magazines

HOW THIS WILL BE ASSESSED:
Through the planning and execution of their magazine practical pieces. Including research, Statement of Aims and completed magazine pages.

TERM 1: Curious and Learned
Component 1 Section B: Film Industry and *Spectre*
Film Marketing Analysis of *Bond* posters
STUDENTS MUST KNOW:

- The nature of **media production**, including by large organisations who own the products they produce
- The impact of **production processes, personnel** and **technologies**
- How the media operate as **commercial industries**
- The functions and types of **regulation** of the media

HOW THIS WILL BE ASSESSED:
Through extended essay style responses and exam questions. As well as through creative design practical tasks.

TERM 2: Component 2 Section A: TV genre Crime Drama Luther and The Sweeney
Discerning and Intentional
STUDENTS MUST KNOW:

- The key study areas that will be examined in each section ofHow to use **relevant theories** or **theoretical perspectives** and **relevant subject specific terminology**
- How to respond through **discursive writing** to show K and U of **media issues**
- How to construct and develop **a sustained line of argument** which is coherent, relevant, sustained and logically structured.

HOW THIS WILL BE ASSESSED:
Through extended essay style responses and exam questions. As well as through creative design practical tasks.

TERM 3: NEA Magazine Production Unit
Loving and Faith-filled
STUDENTS MUST KNOW:

- How to produce an effective **Statement of Aims.**
- How to write in a particular style or a magazine in a certain genre, aimed at a specific **target audience.**

HOW THIS WILL BE ASSESSED:
Through the planning and execution of their magazine practical pieces. Including research, Statement of Aims and completed magazine pages.



GCSE Media Studies EDUQAS Bishop Milner Catholic College Year 10 CURRICULUM PLAN for Media STUDIES



Embedding this knowledge can be supported at home through engagement with a range of additional media texts in by watching a selection of crime dramas and the reading of media studies specific magazines, journals and websites and using YouTube as a resource to supplement the theoretical and analytical discussions provoked.