Media Studies

Skill

The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. Media Studies brings relevance to understanding the media how and why representations are constructed and how messages are encoded within these representations. Every child will think critically and explore ways and methods to explore how meaning is conveyed to an audience.

Character

Media Studies encourages students to question the world that we live in and criticise the representations offered through the media. Students will be encouraged to become critical consumers: students will become politically, socially and culturally aware as they continue throughout the course. They will start to appreciate that context is key to understanding a given media product or media scenario. In doing so, Media students will become empathetic learners (especially when exploring the representation of stereotypes within the media). Over time, students will confidently critique such representations and be able to successfully evaluate whether a media product is offering an honest and truthful viewpoint or not. They will also become autonomous learners, especially when creating their own products and offering their own insightful views of a given media product.

Experiences

The media play a central role in contemporary society and culture. They shape our perceptions of the world through the representations, viewpoints and messages they offer. The global nature of the contemporary media, coupled with ongoing technological developments and more opportunities to interact with the media, suggest that their centrality in contemporary life can only increase. Every child will have a strong 'core' knowledge in Media Studies.

Criticality

The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and operate as commercial industries on a global scale.

Programme of study to start September 2019

	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 9	**Introduction to Media Studies** Unit – Media Language- Film	**Introduction to Theoretical perspectives/** Television Crime drama	**Creative task assessment** – Promotional methods (Sherlock)	*Magazine unit- Genre (structure and language*	**Coursework Assignment 3 –** Context- Introduction	**Coursework Assignment 3 –** Independent work on preproduction folder
Year 10	*Introduction to theoretical framework-* ***Media Language/Representation*** *Model using various adverts*	**Film marketing-** analysis of Bond posters(Language and Representation)	**Component One Section A:** Newspapers Introduction and Overview	**Component One Section B:** Video Games Introduction and Overview of *Pokemon Go*	**Component 3** Introduction to briefs, initial ideas/ research	**Production-** filming, photographing, constructing layout, copywriting etc.
Year 12	**Introduction- media language and rep**	**Component One Section A:** *Newspapers* **ML and Rep** *The Daily Mirror and The Times*	**Component One Section A:** *Newspapers* **ML and Rep** *The Daily Mirror and The Times*	**Component Two Section B:** Magazines: contemporary product **Industry and Audience**	**Component 3- Choose brief/ genre, initial research into cross- media products/ ideas**	**Component 3- Re- shooting/ re-drafting as necessary**
Year 13	**Media Paper 2-** Magazines, TV Shows, Video Games Websites	**Media Paper 2-** Magazines, TV Shows, Video Games Websites	**Media Paper 1-** Newspapers, Music Video, Advertising, Radio, Film	**Media Paper 1-** Newspapers, Music Video, Advertising, Radio, Film	Revision	Revision

Year 9, 10 and 11 fundamentals

Term and topic:	Fundamental knowledge		Entitlement vocabulary
Year 9 autumn term:	HT1- **Film Industry** HT2- **Television Industry**	Every child will consolidate and extend their knowledge of different media forms (starting with film promotion)	• Explain what is meant by the term connotations? • Can you list the four different shot types? • In your own words, can you explain what the National readership Survey is (tip: audience)? • What is it called when a film uses a well-known actor in promotional material in order to appeal to an audience? • What is meant by the term industry? • Can you name at least two different institutions? • What is meant by the term stereotype?
Year 9 spring term:	HT1- **Serial Drama Production** HT2- **Magazine Industry**	Every child will consolidate and extend their knowledge of different media forms (serial drama followed by magazine industry)	• Explain what is meant by the term genre? • Can you name three different sub-genres used within serial dramas? • Can you name two different types of angles (often used in storyboards)? • What is meant by the term binary opposition? • Instead of using the word font, what term should you use in media studies? • Can you name the different stages of Todorov's theory of equilibrium? • Who is responsible for regulating television programmes when they are released on DVD? • What is meant by the term stereotype?

| Year 9 summer term: | HT1- **Music Industry and Promotion**

HT2- **Music Industry and Promotion** | Every child will consolidate and extend their knowledge of different media forms (The Music Industry and how it is promoted) | • Explain what is meant by the term synergy?
• Can you name two conventions that would be used in a website?
• Can you name the four different stages of Uses and Gratification theory?
• What is meant by the term house style?
• What is meant by the term convergence?
• Name three essential conventions of an album cover?
• What is meant by 'Z' order of reading?
• What sort of shots should be used for the main image on an album front cover?
• What pleasures might a musical media product offer an audience and why? |

Term and topic:	Fundamental knowledge		Entitlement vocabulary
Year 10 autumn term:	**Advertising and Marketing - range of materials explored (film posters, magazines, charity campaigns, product advertising)-** Every child will consolidate and extend their knowledge of different media forms (starting with advertising and marketing- *Quality Street*)		• Explain what is meant by the term by the regency era? • Can you explain what is meant by triangular positioning? • Why are low angle shots used in media texts? What is the effect? • Can you explain how synergy is used in *This Girl Can*? • Can you give an example of alliteration used in the *Quality Street* text that you have studied? • Can you give an example of intertextuality in *The*

			Man with The Golden Gun? • Can you give an example of binary opposition in *Spectre*? • Can you off two examples of Propp's character types? Can you apply these character types to the texts that you have studied?
Year 10 spring term:	**HT1- Newspapers** **HT2- Pokemon Go (as a gaming concept)**	Every child will consolidate and extend their knowledge of different media forms (starting with newspapers followed by video games.	• Explain what is meant by the term conglomerate? • What is a tabloid? How is this different to a broadsheet? • In your own words what sensationalism is. • What is right wing politics and how is it different to left wing? Give an example newspaper of each. • What is meant by the term industry? • Can you name at least two different institutions? • What is meant by the term stereotype? • Name four features of a newspaper front cover
Year 10 summer term:	**Magazines- exam brief based unit**	Every child will consolidate and extend their knowledge of different media forms (creation of magazine front page and linked article- subject to change – depending on the brief that year)	• Explain what is meant by the term context? • Can you name three different types of context? • Can you name four different sub-genres of magazines? • How are cover lines often positioned on a magazine? What structure does it usually follow? • Why might a fashion magazine choose to use a storyline linked to a political issue/debate?

	- What is meant by the term 'Enigma Codes'?
- Magazines are unique in different ways- what is the correct term for a magazine's preferred manner of presentation?
- How might a magazine aim to interact with an audience on the front cover of a magazine? What techniques might they use?

Term and topic:	*Fundamental knowledge*	Entitlement vocabulary
Year 12 autumn term:	**Introduction to Media language & Rep and Audience & Industry (Knowledge & Understanding)** Component One Section A: Advertising and Marketing ML and Rep *Tide* Component One Section A: Comparison to Unseen resource- (visual and print) Component One Section B: Advertising and Marketing Audience *Tide* Component One Section A: Advertising and Marketing ML and Rep *WaterAid* Component One Section B: Advertising and Marketing Audience *Tide*, *WaterAid* Component One Section A: Advertising and Marketing ML and Rep *Kiss of the Vampire* Component One Section B: Film Industry *Black Panther, Exploration of poster and trailer, opening credits and extracts* Component One Section A: *Newspapers* Introduction *The Daily Mirror and The Times* ML and Rep Component One Section B: Film Industry *I, Daniel Blake Exploration of poster and trailer, opening credits and extracts* Component One Section B: *Newspapers* Industry and Audience *The Daily Mirror and The Times* Component One Section A: Music video ML and Rep *Formation; additional products, Riptide; additional products*	Uses and Gratification theory, Effects theory, Mise en scene, Reception theory, Media language, Inference, Reference
Year 12 spring term:	Component One Section A: Newspapers ML and Rep The Daily **Mirror and The Times** Component One Section B: Ind/Aud Component One Section A: Music video ML and Rep *Formation; additional products* Component One Section A: Music video ML and Rep *Riptide; additional products*	Effect theory, Male Gaze Theory, Uses and Gratification theory, Media Representation, Mise en scene, Reception theory, Media language, Inference, Reference

	Component Two Section B: Magazines: contemporary product – **Vogue**. Introduction to magazines and industry overview; contexts Component Two Section A: Television: **Life On Mars** product: Introduction and industry overview; contexts Component Two Section A: Magazine: contemporary product – **Vogue**. Media Language and Representation Component Two Section A: Television: **Life On Mars** product: Media Language and Representation Component Two Section B: Magazines: contemporary product – **Vogue** Industry and Audience Component Two Section A: Television: English Language product: Industry and Audience Component Two Section B: Magazines: contemporary product - **Vogue** Component Two Section A: Television: English Language product: EXAM FOCUS Component 3- Choose brief/ genre, initial research into cross-media products/ ideas	
Year 12 summer term:	**Component 3-** Choose brief/ genre, initial research into cross-media products/ ideas Analysis of similar cross-media products (ML/R/A/I + convergence) Secondary research: Industry/ theory Research and planning Draft planning: Pitch/ treatment Detailed planning- both cross-media products. Plan for time/ resources. Submit statement of Aims and Intentions Production tasks for main product Filming/ Copywriting/ design Full draft/ rough cut Re-shooting/ re-drafting as necessary Production tasks for cross-media product Develop a full draft/ rough cut of product Re-shooting/ re-drafting as necessary Final editing/ design / polish of entire cross-media production	Representation, Industry, Audience, Convergence, Audience Target, Effect theory, Uses and Gratification theory, Media Representation, Mise en scene, Reception theory, Media language, Inference, Reference

Term and topic:	*Fundamental knowledge*	Entitlement vocabulary
Year 13 autumn term:	**(AQA Spec) Media Paper 2- Magazines, TV Programmes, Advertising, Video Games** Develop skills of analysis Develop theoretical knowledge in relation to each CSP Develop context and further knowledge regarding each CSP	Representation, Industry, Audience, Convergence, Audience Target, Effect theory, Uses and Gratification theory, Media Representation, Mise en scene, Reception theory, Media language, Inference, Reference
Year 13 spring term:	**Media Paper 1- Music Video, Radio, Newspapers, Adverts, Film** Develop skills of analysis Develop theoretical knowledge in relation to each CSP Develop context and further knowledge regarding each CSP	Representation, Industry, Audience, Convergence, Audience Target, Effect theory, Uses and Gratification theory, Media Representation, Mise en scene, Reception theory, Media language, Inference, Reference
Year 13 summer term:	**Revision of all CSPs**	
Term and topic:	*Fundamental knowledge*	Entitlement vocabulary