



<p>Year 10 Term 1a: Introduction to Media</p>		
<p>Topics covered:</p> <p>What is Media?</p> <p>Uses and Gratifications</p> <p>Cross Cultural Consumer Characterisation</p> <p>Ideologies in society</p> <p>Media Language</p>	<p>How it links to what you have studied before:</p> <p>In English you will have looked at some elements of Media in Year 7 (newspapers), Year 8 (advertising) and Year 9 (media language in film).</p>	<p>How it links to what you will study:</p> <p>We will go on to study Advertising and the concept of ideologies.</p> <p>The media theories will help you to describe the advertising campaigns.</p>
<p>Key words:</p> <ul style="list-style-type: none"> • Gratifications • Consumer • Ideology • Semiotics 	<p>Key skills:</p> <p>Analysis</p> <p>Application of theory</p>	
<p>Assessment focus</p> <p>Google form quiz on the theories you have studied so far</p>	<p>Revision tips</p> <p>Use the theory booklet to review the theories</p>	
<p>Why we study it:</p> <p>Developing understanding of media theories helps students to appreciate the subject as an academic study.</p> <p>Beginning with media theory allows application to all following texts that are studied</p>		
<p>Mastery in this subject:</p> <ul style="list-style-type: none"> • Able to verbally explain the concept of the theories • Able to apply the theories to aspects of media texts 		

Year 10 Term 1b: Advertising

Topics covered:

What is the point of advertising?

Semiotic analysis

Analysis of Quality Street advert

Analysis of This Girl Can advert

How it links to what you have studied before:

In English you will have looked at some elements of advertising in Year 8 - Non Fiction: washing powder adverts.

You will be able to use the media theories that you have just studied and apply them to media texts.

How it links to what you will study:

Analysing images and the messages they give to audiences is a key skill in Media Studies.

Key words:

- Media language
- Demographic
- Representation

Key skills:

Analysis
Application of theory

Assessment focus

Written analysis of one of the set adverts for the examination.

Feedback will be using language from the examination mark scheme: minimal, basic, satisfactory, good, excellent.

Revision tips

Plain paper - what can you recall about the adverts and the messages that are created by media language

Google Sites - read the fact sheet about the set adverts and make/add to your notes

Why we study it:

To prepare for EDUQAS GCSE Component 1: Section A

Students are required to study 2 set adverts for analysis and potential comparison with an unseen text.

Mastery in this subject:

- Students should be able to explain the way that the images, language and layout of the set adverts convey messages to the audience
- Students should be able to consider the social contexts that have an impact on their production
- Students should be able to apply media theories to the adverts

Year 10 Term 1c: Film Industry and Posters

Topics covered:

What are the conventions of the James Bond genre?

How are films marketed?

How are films regulated?

Analysis of the poster for 'The Man with the Golden Gun'

Analysis of the poster for 'No Time to Die'

How it links to what you have studied before:

In 'Advertising', you learnt about semiotic analysis and how media language is used to convey meanings. These skills will be used to explore film posters.

How it links to what you will study:

Media students need to be able to explore and explain how messages are conveyed in print.

Media students also need to have knowledge and understanding of various media industries and how they work together to create and promote media texts.

Key words:

- Conglomerate
- Convergence
- Synergy

Key skills:

Analysis

Application of theory

Knowledge and Understanding

Assessment focus

Google Form quiz on film industry terminology

Written comparison of one set film poster with an unseen film poster.

Revision tips

Plain paper - what can you recall about the film posters and the messages that are created by media language

Google Sites - read the fact sheet about the set film posters and make/add to your notes

Watch key scenes from 'No Tie to Die' and research on BBFC Insights

Why we study it:

To prepare for EDUQAS GCSE Component 1: Section A

Students are required to study 2 set film posters for analysis and potential comparison with an unseen text.

To prepare for EDUQAS GCSE Component 1: Section B

Students are required to answer questions on the knowledge and understanding of the film industry, in relation to the James Bond film 'No Time to Die'.

Mastery in this subject:

- Able to explain basic aspects of the film industry, including ownership and funding, and the impact on the final production
- Able to explain the way in which films are regulated in the UK
- Able to explain the way that the images, language and layout of the set posters convey messages to the audience
- Able to consider the social contexts that have an impact on their production
- Able to apply media theories to the posters

Year 10 Term 2a: Magazines

Topics covered:

Why do consumers buy magazines?

Semiotic analysis

Analysis of Vogue magazine cover

Analysis of GQ magazine cover

How it links to what you have studied before:

In 'Advertising' and 'film posters' students learnt about semiotic analysis and how media language is used to convey meanings. These skills will be used to explore magazine covers, with the additional aspect of socio-political ideologies. .

How it links to what you will study:

Key words:

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Key skills:

Assessment focus	Revision tips
Why we study it:	
Mastery in this subject:	

Year 10 Term 3: Non-Examined Assessment		
Topics covered: Research of existing media texts Planning of own media text Production skills	How it links to what you have studied before: Students should use their understanding of media texts and representation of ideologies to inform their own work.	How it links to what you will study: Students' exploration and creation of media texts helps to develop their understanding of representation and the way that texts can convey messages to audiences.
Key words: <ul style="list-style-type: none"> • Representation • 	Key skills: Research skills - examining examples of media texts Planning skills - deciding what you are going to create and explaining why Production skills - creating an authentic-looking media text	

<p>Assessment focus</p> <p>Statement of Aims (10 marks)</p> <p>Meeting the brief (20 marks)</p> <p>Use of media language (30 marks)</p>	<p>Revision tips</p> <p>*not exam content*</p>
<p>Why we study it:</p> <p>Students are required to create their own media text for Component 3</p> <p>They should use their understanding of the media texts they have studied to inform their research, planning and design.</p>	
<p>Mastery in this subject:</p> <ul style="list-style-type: none"> • Students are able to explain, in detail, the plan for their media work • Students are able to create an authentic-looking media text that fulfills the requirements of the brief 	

