



Year 11 Term 1a: Music Videos		
<p>Topics covered: Why do record companies make music videos?</p> <p>Development of music videos</p> <p>Study of representation in 'Bad Blood' or 'The Man' (Taylor Swift)</p> <p>Study of representation in 'Uptown Funk' (Bruno Mars) or 'Superheroes' (Stormzy)</p> <p>Study of artists websites</p>	<p>How it links to what has been studied before:</p> <p>Students have explored the film industry and the ways that companies market products.</p> <p>Students have studied representation in print media texts and use these skills to explore moving image texts.</p>	<p>How it links to what will be studied:</p> <p>Students will go on to study further moving image texts in more depth and detail when they study TV Crime Drama.</p>
<p>Key words:</p> <p>Representation Patriarchy Feminism Conform/Promote Subvert/Challenge</p>	<p>Key skills:</p> <p>Analysis of representation</p> <p>Application of theory</p>	
<p>Assessment focus</p> <p>Written exam question response - focus on key representation, e.g. gender, ethnicity</p>	<p>Revision tips</p> <p>Watch the videos</p> <p>Read the fact sheets</p> <p>Practice answering an exam question</p>	
<p>Why we study it:</p> <p>To prepare for EDUQAS GCSE Component 2: Section B</p> <p>Students are required to study 3 set music videos for analysis and potential comparison with an unseen text.</p> <p>Students are required to study the artists' websites and social media.</p>		
<p>Mastery in this subject</p> <ul style="list-style-type: none"> • Students should be able to explain the way that the music videos represent different ideologies in society • Students should be able to explain how music artists use websites and social media to promote their messages • Students should be able to apply media theories to the music videos 		

Year 11 Term 1b: TV Crime Drama		
<p>Topics covered:</p>	<p>How it links to what you have studied before:</p>	<p>How it links to what you will study:</p>

<p>What are the conventions of TV crime drama? How has crime drama changed over time? Explore cinematography terminology Study episode of 'Luther' Study episode of 'The Sweeney'</p>	<p>Students have studied representation of print media texts and have explored moving image texts with the previous unit on music videos.</p>	<p>Students will explore social and political contexts of media texts in the following units on radio and newspapers.</p>
<p>Key words:</p> <p>Representation Media language Subvert Conform Context</p>	<p>Key skills:</p> <p>Analysis of representation Knowledge and understanding of cinematography</p>	
<p>Assessment focus</p> <p>Written analysis of extract from 'Luther' Written comparison of context of crime drama through time</p>	<p>Revision tips</p> <p>Watch the key episode and other TV crime dramas for understanding and comparison of conventions. Read the fact sheets on the Google Site and make notes</p>	
<p>Why we study it:</p> <p>To prepare for EDUQAS GCSE Component 2: Section A</p> <p>Students are required to study 2 set TV crime dramas for analysis of media language and context.</p>		
<p>Mastery in this subject</p> <ul style="list-style-type: none"> • Students should be able to explain the way that the media language of the set crime dramas convey messages to the audience • Students should be able to explain how social contexts have an impact on the production of television • Students should be able to apply media theories to the crime dramas 		

<p>Year 11 Term 1c: Radio Industry</p>		
<p>Topics covered: Who is the target audience for BBC radio 4? Who regulates radio in the UK? Study history and context of 'The Archers'</p>	<p>How it links to what you have studied before:</p> <p>Students have studied video games and film industries. Students will study common issues of ownership, regulation and audience appeal.</p>	<p>How it links to what you will study:</p> <p>Students will study the newspaper industry and the common issues of ownership, regulation and audience appeal.</p>

Listen to example episodes of 'The Archers'		
Key words: Demographic Context Regulation Promotion	Key skills: Knowledge and understanding of BBC Radio 4 Knowledge and understanding of 'The Archers'	
Assessment focus Exam Paper 2: Section B - set of radio questions	Revision tips Listen to an episode of The Archers - what storylines do they use? Who are they trying to engage? (see BBC iPlayer) Read the fact sheet on the Google Site	
Why we study it: To prepare for EDUQAS GCSE Component 1: Section B Students are required to study the radio industry and BBC Radio 4's 'The Archers' for knowledge and understanding.		
Mastery in this subject: <ul style="list-style-type: none"> • Students should be able to explain the context and background of Radio 4 and have knowledge of storylines of 'The Archers' • Students should be able to explain how the radio show is marketed and promoted 		

Year 11 Term 2a: Newspaper Industry and Newspaper Covers		
Topics covered: How do British newspapers reflect political ideologies? Study a copy of The Sun and The Sun as an institution Study a front cover of 'The Sun' Study a front cover of 'The Guardian'	How it links to what you have studied before: Students have practised semiotic analysis of print texts and have studied a range of media industries. Newspapers bring these ideas together and require a certain level of maturity.	How it links to what you will study: Studying the newspaper industry brings the course to a close. Following this is revision of all of the set texts, industries and moving image texts.
Key words: Ideologies Politics Bias Right and left wing Agenda		Key skills: Analysis of media language Knowledge and understanding of news industry
Assessment focus Written analysis of newspaper covers with comparison to unseen text	Revision tips Read copy of The Sun	

Exam questions on newspaper industry	Read facts sheets about the newspaper covers
<p>Why we study it:</p> <p>To prepare for EDUQAS GCSE Component 1: Section A and B</p> <p>Students are required to study the newspaper industry and The Sun as an institution.</p> <p>Students are required to study two newspapers covers: The Sun and The Guardian</p>	
<p>Mastery in this subject:</p> <ul style="list-style-type: none"> • Students should be able to explain the political ideology and history of The Sun • Students should be able to explain the images, language and layout of the set front covers 	

