



Curriculum Overview - Media Studies

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	<p>Introduction to Media Studies</p> <p>- What is media studies?</p> <p>- Why is media studies important?</p> <p>- How has the media industry changed over the course of history?</p> <p>Introduction to the four key areas of the media framework: audience, industry, language and representation</p> <p>Language, Representation, Audience and Industry studied.</p> <p>Close Study Products: Lara Croft GO (2016)</p> <p>Kim Kardashian Hollywood (2018)</p> <p>Marcus Rashford Twitter campaign (2020)</p>	<p>- What impact can the media have on society?</p> <p>- How can contextual information (historical, cultural, social and political) affect media products?</p> <p>- How can media products influence society in their beliefs/ideologies?</p> <p>Key theory/subject terminology</p> <p>Language, Representation, Audience and Industry studied.</p> <p>Close Study Products: Doctor Who: An Unearthly Child (S1, Ep.1) (1963)</p> <p>His Dark Materials: The City of Magpies (S2, Ep.1) (2019)</p>	<p>- How do contemporary media products differ to products of the same type throughout history?</p> <p>- How can contextual factors influence the creation of media products?</p> <p>- How do producers of popular media products compensate for social change?</p> <p>Key theory/subject terminology</p> <p>Language, Representation, Audience and Industry studied.</p> <p>Close Study Products: Radio 1 launch day (1967)</p> <p>KISS breakfast radio (2021)</p>	<p>- How do producers appeal to or persuade target audiences?</p> <p>- How have marketing and advertisements changed over time to suit the needs of society?</p> <p>- How do marketing techniques and advertising ideologies change over time?</p> <p>Key theory/subject terminology</p> <p>Language and Representation studied.</p> <p>Close Study Products: Galaxy chocolate advert (2013)</p> <p>NHS Represent advert (2016)</p> <p>OMO washing powder advert (1955)</p>	<p>- What is the importance of media industries?</p> <p>- What makes a successful media producer?</p> <p>- How do media production companies function?</p> <p>- How does social media impact on media industries?</p> <p>Key theory/subject terminology</p> <p>Audience and Industry studied.</p> <p>Close Study Products: BlackPink - 'How you like that' music video (2021)</p> <p>Arctic Monkeys - 'I bet that you look good on the dancefloor' music video (2006)</p> <p>Black Widow (film) (2021)</p> <p>I, Daniel Blake (film) (2016)</p>	<p>Mock coursework Non-Exam Assessment work.</p> <p>Students will create a media product in response to a brief set by AQA.</p> <p>Students will consider the skills learned in previous terms and attempt to incorporate them into their own media products.</p> <p>Students will consider:</p> <ul style="list-style-type: none"> - Media language - Media representation - Overall effectiveness and appeal to target audience

<p>Year 11</p>	<p>- What is the significance of political bias within the media?</p> <p>- How can media texts be mediated to withstand political/social bias?</p> <p>- How is media language used to communicate producer/political bias?</p> <p>Key theory/subject terminology</p> <p>Language, Representation, Audience and Industry studied.</p> <p>Close Study Products: The Times newspaper (2021)</p> <p>The Daily Mirror newspaper (2021)</p>	<p>- How are social and cultural values represented through media products?</p> <p>- How can social and cultural values change over time and according to class?</p> <p>- What are the impacts of media producers appealing to social and cultural values of audiences?</p> <p>Key theory/subject terminology</p> <p>Language, Representation, Audience and Industry studied.</p>	<p>Coursework Non-Exam Assessment work.</p> <p>Students will create a media product in response to a brief set by AQA.</p> <p>Students will consider the skills learned in previous terms and attempt to incorporate them into their own media products.</p> <p>Students will have a choice of 5 briefs set by AQA - each student will choose the brief they believe to be best suited to their strengths.</p> <p>Students will consider:</p> <ul style="list-style-type: none"> - Media language - Media representation - Overall effectiveness and appeal to target audience 	<p>Exam Preparation and revision</p> <p>Throughout the remaining terms, students will recap the Close Study Products studied over the duration of the course and exam preparation will begin.</p> <p>Students will complete full papers and specific exam questions associated with specific Close Study Products.</p> <p>All four areas of the media framework will be revised and recapped in preparation for the exams:</p> <p>Media language Media representation Media audience Media industry Relevant theories</p>	<p>Exam Preparation and revision</p> <p>Throughout the remaining terms, students will recap the Close Study Products studied over the duration of the course and exam preparation will begin.</p> <p>Students will complete full papers and specific exam questions associated with specific Close Study Products.</p> <p>All four areas of the media framework will be revised and recapped in preparation for the exams:</p> <p>Media language Media representation Media audience Media industry Relevant theories</p>	
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Year 12	<p>Topic: Advertising and Marketing</p> <p>Focus: Consideration of the effectiveness of advertising and marketing within the media industry – including methods of language and representation used by producers.</p> <p>Theory application: (amongst others) <u>Language:</u> Propp, Todorov, Strauss etc</p> <p><u>Representation s:</u> Van Zoonen, Hall, Butler, Mulvey, Gilroy etc.</p>	<p>Topic: Music Videos</p> <p>Focus: Exploration of communication methods used by music videos in engaging target audiences; with a focus on contextual influences.</p> <p>Theory application: (amongst others) <u>Language:</u> Propp, Todorov, Strauss, Baudrillard etc</p> <p><u>Representations:</u> Van Zoonen, Hall, Butler, Mulvey, Gilroy etc.</p>	<p>Topic: Radio</p> <p>Focus: Consideration of contextual influences on the transition between traditional radio and modern radio. Focus on production and industry and audience reaction and interpretation.</p> <p>Theory application: (amongst others) <u>Audience:</u> Hall, Gerbner, Blumler & Katz etc</p> <p><u>Industry:</u> Hesmondhalgh, Livingstone & Lunt, Curran & Seaton etc.</p>	<p>Topic: Film and TV</p> <p>Focus: In-depth focus on the industry of film making, including budgets, distribution and marketing.</p> <p>Introductory focus on Television (all four areas of media framework: Language, Representation, Industry and Audiences)</p> <p>Theory application: (amongst others) <u>Audience:</u> Hall, Gerbner, Blumler & Katz etc</p> <p>Theory application: (amongst others) <u>Audience:</u> Hall, Gerbner, Blumler & Katz etc</p> <p><u>Industry:</u> Hesmondhalgh, Livingstone & Lunt, Curran & Seaton etc.</p> <p><u>Industry:</u> Hesmondhalgh, Livingstone & Lunt, Curran & Seaton etc.</p> <p><u>Representations:</u> Van Zoonen, Hall, Butler, Mulvey, Gilroy, Alvarado etc.</p> <p><u>Language:</u> Propp, Todorov, Strauss etc</p>	<p>Topic: TV</p> <p>Focus: In-depth exploration and focus on Television (all four areas of media framework: Language, Representation, Industry and Audiences)</p> <p>Theory application: (amongst others) <u>Audience:</u> Hall, Gerbner, Blumler & Katz etc</p> <p><u>Industry:</u> Hesmondhalgh, Livingstone & Lunt, Curran & Seaton etc.</p> <p><u>Representations:</u> Van Zoonen, Hall, Butler, Mulvey, Gilroy, Alvarado etc.</p> <p><u>Language:</u> Propp, Todorov, Strauss etc</p>	<p>Topic: Newspapers</p> <p>Focus: In-depth exploration and focus on newspapers and British press (all four areas of media framework: Language, Representation, Industry and Audiences)</p> <p>Theory application: (amongst others) <u>Audience:</u> Hall, Gerbner, Blumler & Katz etc</p> <p><u>Industry:</u> Hesmondhalgh, Livingstone & Lunt, Curran & Seaton etc.</p> <p><u>Representations:</u> Van Zoonen, Hall, Butler, Mulvey, Gilroy, Alvarado etc.</p> <p><u>Language:</u> Propp, Todorov, Strauss etc</p>

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	<p>Close Study Products:</p> <ul style="list-style-type: none"> - Score Liquid Hair Cream advert (1967) - Sephora Black Beauty is Beauty (online advert) (2020) 	<p>Close Study Products:</p> <ul style="list-style-type: none"> - Ghost Town – The Specials (1981) - Old Town Road – Lil Nas X (2019) 	<p>Close Study Products:</p> <ul style="list-style-type: none"> - War of the Worlds [Orson Welles] (1938) - Newsbeat on Radio 1 (2020) 	<p>Close Study Products:</p> <ul style="list-style-type: none"> - Blinded by the Light (2019) 	<p>Close Study Products:</p> <ul style="list-style-type: none"> - The Responder (2022) - Lupin (2021) 	<p>Close Study Products:</p> <ul style="list-style-type: none"> - The Guardian (2022) - The Daily Mail (2022)
Year 13	<p>Topic: Magazines</p> <p>Focus: In-depth exploration and focus on newspapers and print media conglomerates and differences between mass magazines and independent magazines (all four areas of media framework: Language, Representation, Industry and Audiences)</p>	<p>Topic: Online, Social and Participatory Media</p> <p>Focus: In-depth exploration of online, digital media such as social media, video games and websites considering aspects such as distribution, costs, effectiveness etc (all four areas of media framework: Language, Representation, Industry and Audiences)</p>	<p>Topic: Online, Social and Participatory Media (continued)</p> <p>Focus: In-depth exploration of online, digital media such as social media, video games and websites considering aspects such as distribution, costs, effectiveness etc (all four areas of media framework: Language, Representation, Industry and Audiences)</p>	<p>Topic: Non-Exam Assessment</p> <p>Focus: Students create <i>two</i> media products based on a set of briefs provided by AQA – students choose the brief/products they would like to create and use the processes they have learned about to create effective and engaging products.</p>	<p>Topic: Exam Practice and knowledge application</p> <p>Focus: Clear focus on command words (as there will have been through each unit over the course) and techniques for answering different types of questions; time-management , application of academic theory etc.</p>	N/A

	<p>Theory application: (amongst others) <u>Audience:</u> Hall, Gerbner, Blumler & Katz etc</p> <p><u>Industry:</u> Hesmondhalgh, Livingstone & Lunt, Curran & Seaton etc.</p> <p><u>Representation s:</u> Van Zoonen, Hall, Butler, Mulvey, Gilroy, Alvarado etc.</p> <p><u>Language:</u> Propp, Todorov, Strauss etc</p>	<p>Industry and Audiences)</p> <p>Theory application: (amongst others) <u>Audience:</u> Hall, Gerbner, Blumler & Katz etc</p> <p><u>Industry:</u> Hesmondhalgh, Livingstone & Lunt, Curran & Seaton etc.</p> <p><u>Representations:</u> Van Zoonen, Hall, Butler, Mulvey, Gilroy, Alvarado etc.</p> <p><u>Language:</u> Propp, Todorov, Strauss etc</p>	<p>Theory application: (amongst others) <u>Audience:</u> Hall, Gerbner, Blumler & Katz etc</p> <p><u>Industry:</u> Hesmondhalgh, Livingstone & Lunt, Curran & Seaton etc.</p> <p><u>Representations:</u> Van Zoonen, Hall, Butler, Mulvey, Gilroy, Alvarado etc.</p> <p><u>Language:</u> Propp, Todorov, Strauss etc</p>	<p>Written contribution: Students will also complete a written plan of their media product creation – stating their intent and application of media knowledge.</p>	<p>Written contribution: Students will practice a plethora of past exams and exam questions – assessing themselves and others using the mark scheme and model answers in preparation for the exams. There will also be a clear focus on construction of ‘essay-style’ answers with clear thesis arguments.</p>	
	<p>Close Study Products:</p> <ul style="list-style-type: none"> - GQ (2022) - The Gentleman (2022) 	<p>Close Study Products:</p> <ul style="list-style-type: none"> - Zendaya [online media presence] (2022) - The Voice [website] (2022) 	<p>Close Study Products:</p> <ul style="list-style-type: none"> - Zendaya [online media presence] (2022) - The Voice [website] (2022) 			

		<ul style="list-style-type: none"> - Horizon: Forbidden West [video game] (2022) - Sims Freeplay [video game] (2011) 	<ul style="list-style-type: none"> - Horizon: Forbidden West [video game] (2022) - Sims Freeplay [video game] (2011) 			
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Thorough exam practice is built into every unit of study – alongside frequent summative assessments (mock exams, timed practices etc)