



Media Studies GCSE Curriculum Map

Aims and Rationale: Media Studies at GCSE aims to equip students with the skills to read and understand the role of the media in the world they live in. Through studying established and evolving media forms, our students will draw on their existing knowledge of the media but extend their critical appreciation and understanding. Through close analysis of existing media products, students will also have exciting opportunities to create their own media productions. We provide students with an understanding of the industry and audience issues in the media today and in the past, and encourage inquiry, debate and independent investigation of a rich variety of products and forms of the media.

YEAR 10	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content and skills:	Advertising and Marketing Introduction to the Media framework and concepts Close analysis of print advertising products and film marketing from different contexts to explore codes and conventions Comparisons Practical print work	Film Industry and Magazines Study of the James Bond film franchise from an industry perspective through study of posters and websites. Close analysis of magazines, including comparison	TV Sitcoms Genre study through work on two set products from different contexts Analysis of media language, contexts and representations Practical tasks including storyboarding	TV and Radio Continue sitcoms study with a focus on industry and audience Comparisons Study of The Archers as a case study for radio industry and audience	NEA Students will complete research, planning, get further experience with equipment and software, and write a statement of aims for their own production There will also be revision and practice for internal formal assessments this term	
Assessment:	Advertising and Marketing: Media Language assessment	- Film industry assessment - Magazines representation and context assessment	TV assessment (Media Language or Representations)	TV assessment: Audience and industry	Radio assessment	Formal assessments



YEAR 11	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Content and Skills	NEA NEA production on set brief started last term with research and planning. Students will construct, edit and polish their own individual media production for submission by half term.	Newspapers Analysis, including comparison, of set newspaper products. In depth study of newspaper industry including ownership, context, political leaning etc and target audience, readership, responses	Video Games and Music Videos Study of the video games industry and audience through a case study of Fortnite Start study of contemporary music video and online media, including social and participatory media	Music Videos Further analysis of contemporary music videos and comparison with older music videos. Focus on media language and representation, close analysis and evaluation of context. Understanding of industry and audience issues.	Revision	
Key Assessment:	NEA submission	Formal Assessments - Component 1	Short Assessments / Exam practice Component 2 assessment			

Literacy/ Numeracy/ Ethos across the course	<p>Close analysis skills, critical thinking, decision making</p> <p>Essay skills, including comparison</p> <p>Use of terms and new vocabulary</p> <p>Awareness of the world around us and how the media represents this</p> <p>Discussions and debates</p> <p>Consideration of representations including gender, ethnicity, etc</p> <p>Planning and research skills</p> <p>Understanding of audience and consumption of media, including fandom, global audiences and the evolution of media products</p>
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