

# Curriculum Information

Key Stage 4



## Media Studies

*Shaping creative and confident  
students who better understand  
themselves and the world around  
them*

*For yourself & for others*

## **Curriculum Intent**

Through an inclusive approach based on compassion, knowledge and the understanding, the Arts will ensure that students build an appreciation of a wide range of creative works. This will include the traditional such as Art, Music and Drama, as well as the more contemporary including Photography, Film, Media, Dance and Music Technology. Through exciting, challenging, and diverse experiences, the Arts will become a passion that lasts a lifetime and informs how students view the world in which they live.

- All students to gain a Life Long Appreciation of the Arts
- All students to have the opportunity to Perform and Create within the Arts
- To develop verbal skills to articulate opinions about different Art Forms
- To have had the opportunity to develop bespoke skills in discrete subjects and take part in collaboration events

## **Key Stage 4 Media**

### **Year 10**

Students will be introduced to the codes and conventions used in the different media products. They will become familiar with the key concepts and media language in preparation for the representations needed in the non-examined component.

They will analyse and create different forms of media such as, TV programmes, trailers, adverts, film posters, magazines and album covers.

The focus during this year will be to ensure that students feel confident with terminology, concepts and products and have the ability to apply their knowledge in a range of situations. This year of study will introduce and explore the Eduqas Component 1 set texts that will be revised in the following year of study.

### **Year 11**

Students will cover the following topics in preparation for their examination: advertising, music, film, audience theory, gender representations and media convergence.

These different areas of study will help students to understand how media products work in relation to each other to develop the students' ability to analyse the impact of media products on society. This year will introduce and explore the Eduqas Component 2 set texts that will be revised again in the final half term of the year.

In Year 11 students will complete the practical non-examined assessment that will be worth 30% of the overall GCSE grade. This will be created using photo manipulation software such as Adobe Photoshop.

## **Links to specification:**

[https://www.eduqas.co.uk/en/qualifications/media-studies-gcse/#tab\\_overview](https://www.eduqas.co.uk/en/qualifications/media-studies-gcse/#tab_overview)

WJEC/Eduqas GCSE Media Studies – ISBN: 978-1-911208-48-8

WJEC/Eduqas GCSE Media Studies Revision Guide - ISBN: 978-1911208891

Year & Half Term	Themes / Key Questions	Knowledge & Skills
<b>Media Year 10 Autumn 1</b>	<p>Students will be introduced to the Media Studies Theoretical Framework- language, audiences, industries, representation, context.</p> <p>Set Texts - This Girl Can and Quality Street - focus on representation and context</p>	<p><b>Knowledge</b> Students will develop knowledge of codes and conventions within Media, particularly advertising.</p> <p><b>Skills</b> Students will begin to develop written analysis skills to structure a exam response.</p>
<b>Media Year 10 Autumn 2</b>	<p>Students will explore Media Language and Representation in greater depth with reference to audience and industry.</p> <p>Set texts - The Man With The Golden Gun and No Time to Die (+ websites)</p>	<p><b>Knowledge</b> Students will begin to independently differentiate between analysis topics and the requirements of each form.</p> <p><b>Skills</b> Students further develop analysis skills in advertising and film posters.</p>
<b>Media Year 10 Spring 1</b>	<p>Students will investigate the changing nature of codes and conventions, representation and context.</p> <p>Set Texts - GQ and Vogue</p>	<p><b>Knowledge</b> Students will develop knowledge about Print Media and the economic and technological issues that the industry faces.</p> <p><b>Skills</b> Students will develop written responses and practical skills through Magazine investigations.</p>
<b>Media Year 10 Spring 2</b>	<p>Students will continue to explore print media through Audience and Industry issues of convergence and political bias.</p> <p>Set texts - The Sun and The Guardian</p>	<p><b>Knowledge</b> Students will investigate British audiences, using historical and political contexts to understand the news industry.</p> <p><b>Skills</b> Students will begin to use theory to analyse texts, particularly with relation to audience.</p>
<b>Media Year 10 Summer 1</b>	<p>Students will investigate the impact of digital technology in Media, particularly through Audience and Industry issues.</p> <p>Set Texts - Fortnite and The Archers</p>	<p><b>Knowledge</b> Students will understand the impact of new media technologies by investigating the changing nature of Radio and Video Games</p> <p><b>Skills</b> Students will develop research skills and independence in their analysis skills to link historical and contemporary ideas together.</p>
<b>Media Year 10 Summer 2</b>	<p>Students will review the Component 01 topics and develop practical and creative skills.</p>	<p><b>Knowledge</b> Students will revise and build upon their knowledge, whilst understanding the exam structure, including the NEA process.</p> <p><b>Skills</b> Students will begin to develop skills in photo editing.</p>



<b>Media Year 11 Autumn 1</b>	Pupils will practically explore all elements of the theoretical framework through completion of the Component 3 NEA brief-set out by Eduqas.	<p><b>Knowledge</b> Pupils will complete an NEA practical task, as set out in the brief, written by Eduqas.</p> <p><b>Skills</b> Students will use photo editing software to demonstrate their understanding of media language and media representation.</p>
<b>Media Year 11 Autumn 2</b>	<p>Students will complete in depth case studies investigating the changes in all areas of the theoretical framework in relation to Television.</p> <p>Set Texts – Trigger Point and The Sweeney</p>	<p><b>Knowledge</b> Students will investigate the changing nature of Television, how audiences are targeted and how these issues can impact genre and representations.</p> <p><b>Skills</b> Students will develop skills in cinematography and analysis of broadcast media.</p>
<b>Media Year 11 Spring 1</b>	<p>Students will complete in depth case studies investigating the changes in all areas of the theoretical framework in relation to Music and Online Media.</p> <p>Set Texts – The Man, Superheroes and Rio.</p>	<p><b>Knowledge</b> Students will build on their knowledge of cinematography and broadcast media and investigate the impact of online media in the music industry.</p> <p><b>Skills</b> Students will use independent analysis skills to make judgements and draw conclusions that will be supported by theory.</p>
<b>Media Year 11 Spring 2</b>	Students will review previous set texts with a more detailed focus on writing structures and decoding exam language.	<p><b>Knowledge</b> Students will revisit and revise previous set texts with a focus of exam terminology and structure of writing.</p> <p><b>Skills</b> Students will build reading and writing skills and stamina for exam questioning.</p>
<b>Media Year 11 Summer 1</b>	Students will review previous set texts with a more detailed focus on writing structures, application of theory and decoding exam language.	<p><b>Knowledge</b> Students will revisit and revise previous set texts with a focus of applying theory, exam terminology and structure of writing.</p> <p><b>Skills</b> Students will build reading and writing skills and stamina for exam questioning.</p>