

Year	Term	Topic Overview	Focus	Assessment
Year 10	Autumn 1	<ul style="list-style-type: none"> • Introductory Unit • Component 1 <ul style="list-style-type: none"> ▪ Film (ML, R & I) 	<ul style="list-style-type: none"> • Students will begin the course with an introductory unit which will give them the basic skills needed for Media studies, as well as introducing the assessment criteria. Key concepts such as Media Language, Representation, Industry and Audience will be introduced • The first two case studies will be introduced and studied concurrently – Analysing two film posters from the same franchise (one modern, one historical) looking at areas of representation including gender, ethnicity and age. 	<ul style="list-style-type: none"> • Introduction unit assessment
	Autumn 2	<ul style="list-style-type: none"> • Component 1 <ul style="list-style-type: none"> ▪ Film (ML, R & I) 	<ul style="list-style-type: none"> • Film case studies continued – focus shifts from Media Language / Representation to Industry. Students will learn about the film industry and how a production goes from concept to screen, as well as the success of a global franchise. 	<ul style="list-style-type: none"> • Film (Exam style questions)
	Spring 1	<ul style="list-style-type: none"> • Component 1 <ul style="list-style-type: none"> ▪ Radio (I & A) ▪ Advertising & Marketing (ML & R) 	<ul style="list-style-type: none"> • Radio Drama – Understanding the audience appeal of a longstanding radio drama and how Radio has had to adapt to the digital era. • Historical Advert – Studying the representations of gender and class in the context of the 1956 advert. Comparison with modern day products. 	<ul style="list-style-type: none"> • Radio (Exam style questions) • Advertising & Marketing (Exam style questions)
	Spring 2	<ul style="list-style-type: none"> • Component 1 <ul style="list-style-type: none"> ▪ Magazines (ML & R) 	<ul style="list-style-type: none"> • Two contrasting magazines studied concurrently – one with a niche female target audience and one with a mainstream male target audience. Looking at the representations of gender, class & ethnicity. 	<ul style="list-style-type: none"> • Magazines (Exam style questions with comparison of unseen text)
	Summer 1	<ul style="list-style-type: none"> • Component 2 <ul style="list-style-type: none"> ▪ Music (Videos, Online & Social) 	<ul style="list-style-type: none"> • Students compare and contrast two contemporary music artists, analysing their music videos, websites and social media presence. The focus is on understanding how the artists construct their public facing personas to appeal to a certain target audience. • The history of music videos and the music industry is also covered, and a comparison music video from the 80's is also undertaken in order to understand the developments within the industry. 	<ul style="list-style-type: none"> • Music Video Analysis (Exam style Question) • Online & Social Media presence (Exam style questions)
	Summer 2	<ul style="list-style-type: none"> • Component 3 <ul style="list-style-type: none"> ▪ Non-Exam Assessment – Film Marketing 	<p>Students are to complete an NEA of which the specifics of the brief change each year (set by the exam board)</p> <p>There are 3 aspects to the brief:</p> <ol style="list-style-type: none"> I. Research and planning document - pupils analyse and study existing film marketing materials for conventions and then 	<ul style="list-style-type: none"> • Year 10 Mock Exam

			<p>plan their own productions.</p> <ol style="list-style-type: none"> Statement of Aims – a short document to set out their intentions for the piece of work Practical Production – Students create a DVD sleeve and Poster to advertise the release of their independent, unique film, adhering to the requirements of the set brief. 	
Year 11	Autumn 1	<ul style="list-style-type: none"> Component 3 <ul style="list-style-type: none"> Non-Exam Assessment 	<ul style="list-style-type: none"> Students to continue with the practical aspects of the NEA having used the summer holidays to take their own photos. They will need to use photo manipulation skills along with Adobe InDesign to create their final practical pieces. 	<ul style="list-style-type: none"> NEA
	Autumn 2	<ul style="list-style-type: none"> Component 1 <ul style="list-style-type: none"> Advertising & Marketing (ML & R) Newspapers (ML, R, I & A) 	<ul style="list-style-type: none"> Exploration of a modern print advertisement considering the representation of gender. Two newspapers to be studied concurrently, looking at the different political bias and viewpoints of each one and how this affects their reporting of a given situation. One of the newspapers to be studied more in-depth, exploring the industry aspects, such as financial backing, as well as the audience to whom the paper appeals to. 	<ul style="list-style-type: none"> Advertising & Marketing (Exam style questions) Year 11 Mock exam
	Spring 1	<ul style="list-style-type: none"> Component 1 <ul style="list-style-type: none"> Video Games (I & A) 	<ul style="list-style-type: none"> Students will learn about developments within the video games industry and the different platforms that have emerged due to technological advances. The target audiences of different games are explored, and why their appeals differ. Focus is on one globally successful franchise and so as well as looking at the game itself, students will also explore their advertising and marketing. 	<ul style="list-style-type: none"> Video Games (Exam style question)
	Spring 2	<ul style="list-style-type: none"> Component 2 <ul style="list-style-type: none"> Television (ML, R, I & A) 	<ul style="list-style-type: none"> Students study two television sitcoms, one contemporary and one 'historical' and explore the way in which they represent the world. Students will analyse the representations of age, gender, ethnicity, class and religion and consider how they have changed to suit audiences and cultural contexts. Alongside this, the conventions of the platform and what defines a sitcom will be discussed. Students will learn about the production processes and practicalities of filming television programmes as well as how scheduling or broadcasters can affect a show's success. 	<ul style="list-style-type: none"> Television (Exam style assessment)
	Summer 1	<ul style="list-style-type: none"> Revision & Exam preparation 	<p>At this point students will be preparing for their summer assessments looking specifically at exam technique and utilising existing resource</p>	<ul style="list-style-type: none"> Exam Practice Papers Past Exam Questions

			such as past exam papers to develop their skills and knowledge across the breadth of their specification.	
	Summer 2	N/A	N/A	• N/A

Key -

ML: Media Language

R: Representation

I: Industry

A: Audience