



**Key Stage 4 Media Studies
Programme of Study (2021-2022)**



Year 9: Eduqas GCSE- Exploring the Media					
Term 1		Term 2		Term 3	
Film Marketing	Advertising	Magazines	Newspapers	Video Games	Music Industry: Intro
<p>Learning Objectives:</p> <ul style="list-style-type: none"> To introduce the process of film marketing. To familiarise pupils with film marketing examples. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Film poster conventions. Print product analysis skills of film posters. Online conventions of film marketing websites. Film regulation and audiences. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> KS3 English transactional writing skills. KS3 English language analysis skills. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Understand the relationship between film budget box office gross. Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Frequent low-stakes recap quizzes. Self-assessment reflection using modelled answer. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To introduce the process of advertising. To familiarise pupils with advertising examples. To understand how historical contexts influence media production. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Print advert conventions. Print product analysis skills of adverts. Awareness of editing and camera movement in audio-visual charity adverts. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> KS3 English language analysis skills. Camera angles homework from film marketing. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Frequent low-stakes recap quizzes. Teacher marked assessment on print advertising example. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To introduce the magazine industry. To familiarise pupils with magazine examples. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Magazine conventions. Print product analysis skills of magazine pages. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> KS3 English transactional writing skills. KS3 English language analysis skills. Layout and design features of film posters and print adverts. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Frequent low-stakes recap quizzes. Self-assessment reflection using modelled answer. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To introduce the newspaper industry. To familiarise pupils with newspaper examples. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Newspaper conventions. Print product analysis skills of newspaper pages. Online conventions of newspaper websites. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> KS3 English transactional writing skills. KS3 English language analysis skills. Layout and design features of magazine pages and film websites. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Be able to identify readership trends from data analysis figures. Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Frequent low-stakes recap quizzes. Teacher marked assessment on newspaper websites. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To introduce the video game industry. To familiarise pupils with video game examples. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Understand the audience appeal of video games. Online conventions of video game websites. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> KS3 English transactional writing skills. KS3 English language analysis skills. Layout and design features of film and newspaper websites. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Frequent low-stakes recap quizzes. Self-assessment reflection using modelled answer. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To introduce the music industry. To familiarise pupils with music video and website examples. To introduce concept of representations. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Understand why music videos are made. Audio-visual product analysis skills of music videos. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Website conventions and appeal to audiences. Camera angles from film marketing examples. Editing and camera movement in audio-visual charity adverts. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Frequent low-stakes recap quizzes. Teacher marked assessment on representations in music videos.

Year 10: Eduqas GCSE- Exploring the Media and Media Forms and Products

Term 1		Term 2		Term 3	
<i>Music Videos</i>	<i>Music Websites</i>	<i>Review Areas</i>	<i>TV Crime Drama Intro</i>	<i>Component 3 NEA</i>	<i>Component 3 NEA</i>
<p>Learning Objectives:</p> <ul style="list-style-type: none"> To study the set music videos and their place in the industry. To understand how historical contexts influence media production. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Audio-visual product analysis skills of music videos. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Camera angles from film marketing examples. Editing and camera movement from audio-visual advert analysis. Context of star persona taught in Year 9 changing their image. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. Building understanding of how to identify key words from exam questions. <p>Assessment:</p> <ul style="list-style-type: none"> Frequent low-stakes recap quizzes. Teacher marked assessment on contexts influencing music video production. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To study the set music websites and their place in the industry. Apply theoretical perspectives to music industry audiences and online media products. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Website analysis skills of music websites. Application of theory to music websites. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Build on pupils' understanding of star theory and how this applies to music websites. Build on Year 9 study of music website conventions. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. Building understanding of how to identify key words from exam questions. <p>Assessment:</p> <ul style="list-style-type: none"> Frequent low-stakes recap quizzes. Teacher marked assessment on music websites. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To explore <i>The Sun</i> newspaper pages in a recent edition of the paper. To explore the website for <i>Fortnite</i>. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Understand the audience appeal <i>The Sun</i> newspaper. Online conventions of <i>Fortnite's</i> website. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Conventions of tabloid newspapers. Website conventions and appeal to audiences. Audience appeal and theoretical perspectives from video game & newspaper industry. KS3 English language skills. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Frequent low-stakes recap quizzes. Teacher marked assessment on video game websites. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To introduce the genre of TV Crime Drama. To familiarise pupils with historical context of TV Crime Drama. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Understand the audience appeal of TV Crime Drama. Audio-visual product analysis skills of TV Crime Drama. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Camera angles, editing and movement from music video study. Industry context of public service broadcasters from radio industry study. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Frequent low-stakes recap quizzes. April Component 1 Mock. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To understand the brief for creating magazine pages. To use planning skills to plan an effective magazine product. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Planning skills creating a media product. Production skills reviewing and creating original photography. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Textual analysis of print products. KS3 transactional writing skills by writing a feature article. Conventions of magazine pages from Year 9 programme of study. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Individual discussion with the teacher about the planning process. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To use planning skills to plan an effective magazine product. To use production skills to create an effective magazine product. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Production skills creating a media product. Production skills using of Adobe Photoshop on computers. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Textual analysis of print products. KS3 transactional writing skills by writing a feature article. Conventions of magazine pages from Year 9 programme of study. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Individual discussion with the teacher about the production process. Self-assessment reviewing mastery skills photography sheet. Statement of Aims assessed by teacher.

Year 11: Eduqas GCSE- Exploring the Media and Media Forms and Products					
Term 1		Term 2		Term 3	
Component 3 NEA	TV Crime Drama	Revision & Exam Skills	Revision & Exam Skills	Revision & Exam Skills	Revision & Exam Skills
<p>Learning Objectives:</p> <ul style="list-style-type: none"> To use production skills to create an effective magazine product. Review revision and exam skills for mock preparation. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Production skills creating a media product. Production skills using of Adobe Photoshop on computers. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Textual analysis of print products. Conventions of magazine pages from Year 9. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Individual discussion with the teacher about the production process. November Component 1 mock exam. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To explore TV Crime Drama set products. To understand how TV industry contexts relate to production. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Understand the audience appeal of TV Crime Drama. Audio-visual product analysis skills of TV Crime Drama. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Camera angles, editing and movement from music video study. Industry context of public service broadcasters from radio industry study. Pupils will explore the similarities and differences between film and TV regulation. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Develop familiarity with new media terminology. <p>Assessment:</p> <ul style="list-style-type: none"> Frequent low-stakes recap quizzes. Teacher marked assessment on TV Crime Drama. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To review set products and their contexts from Component 1. To reinforce exam skills approaches to writing. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Self-reflection and revision. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Component 1 study from print products in Year 9. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Reinforce use of media terminology in written responses. Reinforce ability to identify key words in exam questions. Review modelled responses which use media terminology accurately. <p>Assessment:</p> <ul style="list-style-type: none"> Self-assessment reflection using modelled answers. February Component 2 mock exam. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To review set products and their contexts from Component 1. To reinforce exam skills approaches to writing. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Self-reflection and revision. Review unseen analysis skills for Q2 on representation. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Component 1 study from print products in Year 9. Unseen analysis skills from Year 9 & 10 study. Exam skills from previous half term. Review modelled responses which use media terminology accurately. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Reinforce use of media terminology in written responses. Reinforce ability to identify key words in exam questions. <p>Assessment:</p> <ul style="list-style-type: none"> Self-assessment reflection using modelled answers. Teacher marked assessment. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To review set products and their contexts from the music industry. To reinforce exam skills approaches to writing. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Self-reflection and revision. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Component 2 study from music videos in Year 10. Exam skills from previous half term. Reviewing modelled answers from previous half term. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Reinforce use of media terminology in written responses. Reinforce understanding of ability to identify key words in exam questions. Review modelled responses which use media terminology accurately. <p>Assessment:</p> <ul style="list-style-type: none"> Self-assessment reflection using modelled answers. Teacher marked assessment. 	<p>Learning Objectives:</p> <ul style="list-style-type: none"> To review set products and their contexts from TV Crime Drama. To reinforce exam skills approaches to writing. <p>Knowledge/Skills to be gained:</p> <ul style="list-style-type: none"> Self-reflection and revision. Review unseen analysis skills for audio-visual examples. <p>Links with prior/ subsequent learning:</p> <ul style="list-style-type: none"> Component 2 study from print products in Year 10 & 11. Exam skills from previous half term. Reviewing modelled answers from previous half term. <p>Literacy/Numeracy Skills</p> <ul style="list-style-type: none"> Reinforce use of media terminology in written responses. Reinforce understanding of identifying key words in exam questions. <p>Assessment:</p> <ul style="list-style-type: none"> Self-assessment reflection using modelled answers.

Ks4 Assessment objectives

AO1 Demonstrate knowledge and understanding of:

- **the theoretical framework of media**
- **contexts of media and their influence on media products and processes.**

AO1 1a Demonstrate knowledge of the theoretical framework of media.

AO1 1b Demonstrate understanding of the theoretical framework of media.

AO1 2a Demonstrate knowledge of contexts of media and their influence on media products and processes.

AO1 2b Demonstrate understanding of contexts of media and their influence on media products and processes.

AO2 Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.

AO2 1a Analyse media products using the theoretical framework of media, including in relation to their contexts.

AO2 1b Make judgements and draw conclusions.