



## Year 10 Media Studies Curriculum Map

<b>Overview</b>	<p>Introduction to Media Studies Key Concepts</p> <ul style="list-style-type: none"> <li>- Media Language</li> <li>- Representation</li> <li>- Audience</li> <li>- Industries</li> </ul> <p>Implementation of Product Research Projects, long form “at home” research into the contexts of the set products.</p> <p>Introduction to Practical</p> <ul style="list-style-type: none"> <li>- Filmmaking, editing and desktop Publishing</li> </ul> <p>Component 1: Section A Set Texts (Print; Media Language and Representation)</p> <ul style="list-style-type: none"> <li>- Quality Street Print Ad; This Girl Can print ad</li> <li>- GQ magazine; Pride Magazine</li> <li>- Spectre film poster; The Man With The Golden Gun film poster</li> <li>- The Sun Newspaper; The Guardian newspaper</li> </ul> <p>Component 1: Section B (various sectors: Industries and Audience)</p> <ul style="list-style-type: none"> <li>- The Film Industry</li> <li>- Video Games</li> <li>- Radio and online</li> <li>- The Newspaper Industry</li> </ul> <p>Practise run of NEA brief.</p>					
<b>Year 10</b>	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
<b>Topic</b>	<p>Introduction to the Key Concepts of Media Language and Representation</p> <p>Start first set text: Quality Street print ad</p>	<p>Component 1 Section A:</p> <p>Set Texts: <i>This Girl Can</i> public awareness campaign</p> <p>Set Texts: <i>Pride</i> and <i>GQ</i> magazines</p> <p>Filmmaking Units:</p>	<p>Component 1 Section A:</p> <p>Set Texts: <i>Spectre</i> and <i>The Man with the Golden Gun</i> film posters</p> <p>Research and Planning of practice</p>	<p>Introduction to key concepts of Audience and Industry</p> <p>Component 1 Section B:</p> <p>Set Texts: The Video Game Industry and <i>Fortnite</i>; The Film</p>	<p>Component 1 Section A:</p> <p>Set Texts: <i>The Sun</i> newspaper front page and <i>The Guardian</i> newspaper front page</p> <p>Construction of</p>	<p>Component 1 Section B:</p> <p>Set Texts: The Newspaper Industry and <i>The Sun</i>; Radio and <i>The Archers</i></p> <p>Submission of Practise</p>

		Horror sequence and/or TV Sitcom title sequence	Print coursework	Industry and <i>Spectre</i>	practice NEA	NEA; develop initial ideas for final NEA
<b>Knowledge</b>	How media products construct and portray groups and stereotypes.	How to film and edit using Final Cut.  How media products construct and portray groups and stereotypes.	Theories of narrative, masculinity, feminism and the male gaze.	Audience: Demographics and Psychographics; Maslow's Hierarchy of Needs; Blumler and Katz's Uses and Gratifications Industry: Horizontal and Vertical Integration, Convergence; The BBFC; gaming and streaming platforms.	Representation of minority demographics and politics.	Industry and Audience.  Introduction to the News Industry: subscription services, ownership, conglomerates and subsidiaries, Radio - the BBC remit and its online platforms.
<b>Skills</b>	Identifying denotations and connotations in media texts	Organising a film shoot  Tackling issues of race and gender in print products	Publishing skills (Adobe Suite)  Research and planning	Recall of set product content.  Applying theoretical framework to practical work	Constructing a magazine front page and double-page spread from an exam brief	Receiving feedback of NEA and constructive criticism; using experience to inform initial ideas for final GCSE NEA