

**Key Stage 4 Curriculum Journey: Media**

The curriculum in Media Studies will engage, challenge and support all students in their journey towards fluency in writing, understanding and comprehension in reading and developing skills in analysis, writer's craft and developing their understanding of how and where English as a subject has its place in culture

THE YEAR 10 CURRICULUM JOURNEY

	HALF TERM 1	HALF TERM 2	HALF TERM 3	HALF TERM 4	HALF TERM 5	HALF TERM 6
Layers of Knowledge	Introduction to Media Studies	Advertising and Marketing	The Film Industry	Music Videos and Radio	Online Social Participatory Media and Magazines	Creative Media Productions
Foundational Knowledge Prior learning needed	<ul style="list-style-type: none"> Recognising genre forms Awareness that media 're-present' images and ideas 	<ul style="list-style-type: none"> Understanding that media products target audiences 	<ul style="list-style-type: none"> Recognise the basic features of film genres Understand the differences between mainstream and independent films 	<ul style="list-style-type: none"> Recognising the difference between commercial and public service broadcast radio Music video conventions 	<ul style="list-style-type: none"> Identify a range of online social media platforms and understand their purposes Understand how audiences interact with social media platforms 	<ul style="list-style-type: none"> Recognise the genre conventions within the magazine industry Identify audience demographic for specific magazine genres
Core Knowledge and skills	<ul style="list-style-type: none"> Recognising genre conventions Explaining features in a media text Understanding common codes (lighting, costume, colour) Understand common representations Explaining the purpose and the effects of stereotyping 	<ul style="list-style-type: none"> The different purposes of marketing and advertising Identifying a range of media features in print-based and audio-visual media texts Explaining the function of media features in texts Recognise common narratives and how they have been constructed 	<ul style="list-style-type: none"> Explain the main features of mainstream films and explain how they target a global audience The influence of Hollywood and the blockbuster production model Processes of production, distribution and exhibition The influence of ownership on mainstream and independent films 	<ul style="list-style-type: none"> Explain media production practices for radio and music video Convergence Apply audience theories Recognise audience demographics Explain the influences of ownership on the UK radio industry Understand the narratives within the set texts 	<ul style="list-style-type: none"> Analyse a range of theoretical perspectives on the representation of gender and ethnicity Apply a range of narrative theories Explain the influence of technology on the magazine and online social media Examine the influence of audience consumption in these industries Evaluate the effectiveness of regulations and controls 	<ul style="list-style-type: none"> Develop a detailed plan and mock up for a creative media production in the form of a magazine front cover and double page spread Construct a draft statement of intent and aims Take a range of appropriate original photographs which meet the aim, purpose and audience
Developmental Knowledge and Skills	<ul style="list-style-type: none"> Genre as categorisation through similarity and difference Making a textual analysis using media terminology 	<ul style="list-style-type: none"> Make a detailed textual analysis using media terminology Understand and apply narrative theories Explain the effect(s) of context 	<ul style="list-style-type: none"> How new technologies are being used in the different film industry processes Independent film processes and practices Film regulation Film industry audiences - profiles 	<ul style="list-style-type: none"> Interpret how regulation influences music video production and reception Analyse how audiences consume radio and music video Textual analysis of set texts 	<ul style="list-style-type: none"> Apply a range of audience theories to online media and magazine industries Explore the influence of context on media production Convergence, technology and audience reception 	<ul style="list-style-type: none"> Consciously develop a cohesive text which develops narratives and deliberate representations Edit and manipulate photographic images Develop and apply skills in media editing software
Complex Knowledge	<ul style="list-style-type: none"> Interpreting the effects of codes and conventions 	<ul style="list-style-type: none"> Analyse how media products use narratives and representations to 	<ul style="list-style-type: none"> Analyse and interpret how context and ideology can shape film texts 	<ul style="list-style-type: none"> Analyse the influence of technology on radio music 	<ul style="list-style-type: none"> Examine a range of ideological perspectives and how these can be applied to the 	<ul style="list-style-type: none"> Analyse and evaluate a range of style models to create a sophisticated text targeting



	<ul style="list-style-type: none"> Using media language fluently 	<ul style="list-style-type: none"> communicate meanings to a target audience Identify cultural ideologies 		video production and consumption	production and consumption of texts in these industries	the audience and achieving the purpose and aims of the text
Links with the National Curriculum	Acquire a wide vocabulary, an understanding of grammar and knowledge of linguistic conventions for reading, writing and spoken language	Appreciate our rich and varied literary heritage; s how to understand the relationships between words, how to understand nuances in meaning, and how to develop their understanding of, and ability to use, (figurative) language	Write clearly, accurately and coherently, adapting their language and style in and for a range of contexts, purposes and audiences	Develop their knowledge of and skills in writing, refining their drafting skills and developing resilience to write at length	Elaborate and explain clearly understanding and ideas; write for a variety of purposes and audiences across a range of contexts	Are competent in the arts of speaking and listening, making formal presentations, demonstrating to others
Literacy (including reading)	Knowing and controlling the use of the terminology of media language Structuring ideas into a line of argument	Fluency: using linkages to connect ideas and lines of argument Developing complex sentence structures	Applying media terminology to create a sophisticated textual analysis	Creating a developed line of argument; explaining, using evidence, and applying a range of theoretical perspectives	Read, analyse and write about a range of media issues (including social values and representations) communicated through social media platforms and magazines	Developing creative ways to communicate a range of meanings through text and the visual image
Cultural Capital	British and global cultural media references	Brand identity and cultural values	How cultural ideas and values are constructed and communicated globally through the medium of film	Analysing the inter-change between cultural ideas, values and popular culture, and how each shapes the other	How cultural values are communicated and shaped through social media	Communicating cultural values and ideas through creative media
Social, Moral, Spiritual and Cultural Development	Understand how social and cultural meanings are communicated discretely through media products	Exploring the representations of self and cultural identity	Knowledge of current affairs to explore how narratives are shaped and consumed	Understanding of gender and ethnic representations, including the effects of stereotyping	Exploring the effects of representations, attitudes and ideologies in popular media	Cultural values, ideas and beliefs constructed and communicated creatively through media production
Fundamental British Values	British values rooted in cultural representations and narratives	Cultural ideologies and beliefs communicated through ideological perspectives in advertising	Tolerance and compassion in British social realism and mainstream film	British values represented through cultural institutions (the BBC)	Ideological perspectives, including cultural values and beliefs, communicated through social media platforms	Cultural values, beliefs and mainstream ideologies communicated creatively through media production
Assessment	12 mark extended written response – analyse the front cover of.... to how it’s design and layout communicate meanings. 12 mark extended response – explain how camerawork, sound and editing in the extract.... makes meanings.	6 marks response – explain the ways in which advertisements persuade consumers to buy their products. 6 marks response – explain how media producers target their audiences in the advertising industry 12 marks – how did social and cultural contexts influence the way people understood advertisements in the 1950s?	12 mark extended response – analyse the (film) extract to show how the narrative is structured	12 mark extended response – how does a music video help to develop a relationship between a brand and its audience? 12 mark extended response – how does the music video help to challenge or reinforce accepted representations of (gender, ethnicity, youth...)?	9 marks response – how does the social media platform of ... develop an effective funding model? 20 marks extended response – what are the challenges of effectively regulating online social media platforms?	10 marks extended response – explain how your media product will meet its stated aims and objectives (paying particularly close attention to the uses of media language and representations).