

Year 8 Media Studies Curriculum Plan							
Unit	Core		Hinterland		NC Coverage	Assessment	Whole Education Opportunities
	Knowledge	Skills	Knowledge	Skills			
Music Promotion	<ul style="list-style-type: none"> <li>Understand how music videos create representations</li> <li>How intertextuality works to create meaning</li> <li>How digital divergence is used to promote media products</li> <li>The difference between conglomerates and independent record labels</li> <li>Understand how e-media is used and how it engages audience</li> <li>How to create cross media products to develop a brand</li> </ul>	<ul style="list-style-type: none"> <li>Analysis of music videos and websites</li> <li>Writing essay responses in timed conditions</li> <li>Linking audience reaction to media language</li> <li>Be able to link theory into essays</li> <li>Webpage and album cover design</li> </ul>	<ul style="list-style-type: none"> <li>Analysis</li> <li>Writing PPE responses</li> <li>Understanding how ideas are communicated</li> <li>Develop an understanding of social issues of gender and ethnicity</li> <li>Understand industry perspectives</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Applying feminist and ethnicity theories to texts</li> <li>Understand wider perspectives of texts and issues</li> <li>Oral and debating skills</li> <li>Photoshop skills</li> <li></li> </ul>	<p>MEDIA STUDIES - OA</p> <ul style="list-style-type: none"> <li>3.1</li> <li>3.3</li> <li>3.6</li> </ul> <p>MEDIA STUDIES – SC</p> <ul style="list-style-type: none"> <li>5.1</li> <li>5.2</li> <li>7</li> <li>9.1</li> <li>9.3</li> <li>10.1</li> <li>10.2</li> <li>10.3</li> </ul> <p>MEDIA STUDIES K&amp;U</p> <ul style="list-style-type: none"> <li>12</li> <li>13.1</li> <li>13.2</li> <li>13.4</li> <li>14.1</li> <li>14.5</li> <li>14.6</li> <li>14.10</li> <li>15.3</li> <li>15.11</li> <li>15.15</li> <li>15.16</li> </ul> <p>MEDIA STUDIES – SKILLS</p> <ul style="list-style-type: none"> <li>17.1</li> <li>17.2</li> <li>17.3</li> <li>18.1</li> <li>18.2</li> </ul>	<ul style="list-style-type: none"> <li>Timed exam questions on Media Language, Representation, Industries and Audiences following the exact structure of the GCSE exam questions</li> </ul> <p>eb page and CD cover cross media production task</p>	<ul style="list-style-type: none"> <li>Key analytical skills, PEE writing in exam conditions.</li> <li>SMSC – developing a wider understanding of issues around gender and ethnicity. <ul style="list-style-type: none"> <li>A deeper understanding of how texts appeal to and are targeted at specific audiences will help to develop a wider appreciation of the differences within our society and the validity of those differences.</li> </ul> </li> </ul>
Advertising	<ul style="list-style-type: none"> <li>Explore media language in a range of print and AV adverts</li> <li>Explore representations through different cultures and eras</li> <li>Understand how the advertising industry categorises audiences</li> <li>Develop writing PEEL responses to exam questions.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis of media texts to identify specific ML choices and their impact.</li> <li>Understand the difference between connotation and denotation</li> <li>Ability to link ML choices to audience appeal.</li> <li>Writing PEEL paragraphs to demonstrate detailed understanding.</li> <li>Use of Photoshop and Premiere Pro.</li> </ul>	<ul style="list-style-type: none"> <li>Analysis</li> <li>Comparing texts</li> <li>Different social ideas of gender and ethnicity</li> <li>Writing PEEL response</li> <li>Production technique</li> </ul>	<ul style="list-style-type: none"> <li>Applying theories to texts</li> <li>Revision skills</li> <li>Exam skills</li> </ul>	<p>MEDIA STUDIES - OA</p> <ul style="list-style-type: none"> <li>3.1 - 6</li> </ul> <p>MEDIA STUDIES – SC</p> <ul style="list-style-type: none"> <li>5.1 - 4</li> <li>9.1</li> <li>9.3</li> <li>10.1 – 5</li> <li>11</li> </ul> <p>MEDIA STUDIES K&amp;U</p> <ul style="list-style-type: none"> <li>12</li> <li>13.1</li> <li>13.2</li> <li>13.4</li> <li>14.1</li> <li>14.5</li> <li>14.6</li> <li>14.10</li> <li>15.3</li> <li>15.11</li> <li>15.15</li> <li>15.16</li> <li></li> </ul>	<ul style="list-style-type: none"> <li>Analysis and paragraph responses exploring how adverts target and engage specific audiences.</li> <li>Construct linked print and AV texts to advertise a product.</li> </ul>	<ul style="list-style-type: none"> <li>Key analytical skills, PEE writing in exam conditions.</li> <li>SMSC – developing a wider understanding of issues around gender and ethnicity</li> </ul>