

Year 10 Media Studies Curriculum Plan							
Unit	Core		Hinterland		NC Coverage	Assessment	Whole Education Opportunities
	Knowledge	Skills	Knowledge	Skills			
Movie Promotion	<ul style="list-style-type: none"> Understand how movie posters use media language to create meaning Understand how societal changes are represented in The Man With The Golden Gun and No Time To Die Understand racial and gender representations from the 1970s Understand how the movie industry promotes its products Understand how conglomerates work Understand the industry, financial and regulation issues that helped to shaped No Time To Die 	<ul style="list-style-type: none"> How to analyse a media text How to analyse for representation How to write a developed response focusing on industrial aspects of a media text 	<ul style="list-style-type: none"> How society shapes opinion How ideas change over time Analysis 	<ul style="list-style-type: none"> Empathy – ability to consider from another’s perspective PEE writing Research skills 	MEDIA STUDIES - OA <ul style="list-style-type: none"> 3.1 3.2 3.3 3.4 3.5 MEDIA STUDIES – SC <ul style="list-style-type: none"> 5.1 5.2 MEDIA STUDIES K&U <ul style="list-style-type: none"> 12 13.1 13.2 13.4 14.1 - 3 15.1 - 10 	<ul style="list-style-type: none"> Social and media contexts quiz – how has representation changed since the 1970s Timed exam questions on Industries following the exact structure of the GCSE exam questions 	<ul style="list-style-type: none"> Key analytical skills, PEE writing in exam conditions. SMSC – developing a wider understanding of issues around gender and ethnicity.
Music Promotion	<ul style="list-style-type: none"> Understand how the music videos of Taylor Swift and Justin Bieber create gender and ethnic representations How intertextuality works to create meaning How digital divergence is used to promote media products The difference between conglomerates and independent record labels Understand how e-media is used and how it engages audience How to create cross media products to develop a brand 	<ul style="list-style-type: none"> Analysis of music videos and websites Writing essay responses in timed conditions Linking audience reaction to media language Be able to link theory into essays Webpage and album cover design 	<ul style="list-style-type: none"> Analysis Writing PPE responses Understanding how ideas are communicated Develop an understanding of social issues of gender and ethnicity Understand industry perspectives 	<ul style="list-style-type: none"> Applying feminist and ethnicity theories to texts Understand wider perspectives of texts and issues Oral and debating skills Photoshop skills 	MEDIA STUDIES - OA <ul style="list-style-type: none"> 3.1 3.3 3.6 MEDIA STUDIES – SC <ul style="list-style-type: none"> 5.1 5.2 7 9.1 9.3 10.1 10.2 10.3 MEDIA STUDIES K&U <ul style="list-style-type: none"> 12 13.1 13.2 13.4 14.1 14.5 14.6 14.10 15.3 15.11 15.15 15.16 MEDIA STUDIES – SKILLS <ul style="list-style-type: none"> 17.1 17.2 17.3 18.1 18.2 	<ul style="list-style-type: none"> Timed exam questions on Media Language, Representation, Industries and Audiences following the exact structure of the GCSE exam questions Web page and CD cover cross media production task 	<ul style="list-style-type: none"> Key analytical skills, PEE writing in exam conditions. SMSC – developing a wider understanding of issues around gender and ethnicity. 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.
Newspapers	<ul style="list-style-type: none"> Develop an understanding that all media creates narrative Explore notions of reality and how they are shaped Understand how media language is used to construct chosen messages Understand how media representation of 	<ul style="list-style-type: none"> Ability to explain how news is shaped through media language, selection, editing and presentation Ability to explain how representations of political issues help to shape public perceptions Ideology and media language 	<ul style="list-style-type: none"> Analysis Writing PPE responses Understand how media language shapes meaning Develop an understanding on the impact of representations of ethnicity Understand different political ideologies 	<ul style="list-style-type: none"> Oral and debating skills Considered approach to discussing sensitive issues Applying theories to texts 	MEDIA STUDIES - OA <ul style="list-style-type: none"> 3.1 3.3 3.6 MEDIA STUDIES – SC <ul style="list-style-type: none"> 5.1 5.2 7 9.1 9.3 10.1 	<ul style="list-style-type: none"> Timed exam questions on Industries and Audiences following the exact structure of the GCSE exam questions 	<ul style="list-style-type: none"> SMSC – greater understanding of the UK political system and different attitudes, and the impact of, migration

	<ul style="list-style-type: none"> political issues creates social narrative ideas Political perspectives – the differences between left and right wing ideologies and how they fit into the UK political landscape 	<ul style="list-style-type: none"> Ability to explain how different industry models impact on the media 	<ul style="list-style-type: none"> Understand the difference between left wing and right wing politics 		<ul style="list-style-type: none"> 10.2 10.3 MEDIA STUDIES K&U 12 13.1 13.2 13.4 14.1 14.5 14.6 14.10 15.3 15.11 15.15 15.16 MEDIA STUDIES – SKILLS 17.1 17.2 17.3 18.1 18.2 		
Television	<ul style="list-style-type: none"> Understand codes and conventions of the crime genre Understand the differences between crime genre of the 1970s and 21st century, and how social change has helped to shape this Understand how industrial issues help to shape media products 	<ul style="list-style-type: none"> Write effective essay responses to exam questions Be able to create and film an effective scene for a TV Crime Drama Be able to create promotional material for a new TV Crime Drama 	<ul style="list-style-type: none"> Analysis Comparing texts Understand different types of audiences Writing PPE responses Ability to construct developed, detailed plans Understand how media texts represent the society that created them Understand how ideas develop and change over time 	<ul style="list-style-type: none"> Applying theories to texts Creative design Photoshop skills Video filming Premiere Pro editing skills Group work 	<ul style="list-style-type: none"> MEDIA STUDIES - OA 3.1 3.3 3.6 MEDIA STUDIES – SC 5.1 5.2 7 9.1 9.3 10.1 10.2 10.3 MEDIA STUDIES K&U 12 13.1 13.2 13.4 14.1 14.5 14.6 14.10 15.3 15.11 15.15 15.16 MEDIA STUDIES – SKILLS 17.1 17.2 17.3 18.1 18.2 	<ul style="list-style-type: none"> Crimes scene photoshoot task DVD cover production using the marking criteria for GCSE coursework Timed exam questions on Media Language, Representation, Industries and Audiences following the exact structure of the GCSE exam questions 	<ul style="list-style-type: none"> Group work is essential in some of these tasks with students cooperating and sharing resources and responsibilities. All students will get the opportunity to play different roles, developing strengths and confronting areas where they are not so confident. Creative work can be shared with the whole school, and the design and technical skills developed will be transferable to other subjects. 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.
Gaming	<ul style="list-style-type: none"> Understand how games are promoted and sold to their target audiences Understand how the gaming industry works Understand financing and regulation of the gaming industry Understand how audiences are categorised by media industries 	<ul style="list-style-type: none"> Evaluating relative strengths and weaknesses of different marketing tools Research and analysis of a range of promotional material 	<ul style="list-style-type: none"> Analysis Comparing texts Different types of audiences Writing PPE responses Ability to construct developed, detailed plans 	<ul style="list-style-type: none"> Applying theories to texts 	<ul style="list-style-type: none"> MEDIA STUDIES - OA 3.1-5 MEDIA STUDIES K&U 12 14.4-11 15. 16 	<ul style="list-style-type: none"> Timed exam questions on Industries and Audiences following the exact structure of the GCSE exam questions 	<ul style="list-style-type: none"> 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
Coursework	<ul style="list-style-type: none"> Understand how to research existing texts to develop understanding of 	<ul style="list-style-type: none"> Ability to research a range of media texts to identify key codes and 	<ul style="list-style-type: none"> Analysis Comparing texts 	<ul style="list-style-type: none"> Research, planning and drafting Resilience 	<ul style="list-style-type: none"> MEDIA STUDIES - OA 3.1 3.6 	<ul style="list-style-type: none"> Research, planning and drafting marked, with feedback to help improve 	<ul style="list-style-type: none"> Creative and technical skills developed that may be

	<p>codes and conventions of media and genre</p> <ul style="list-style-type: none">• Understand how to use the brief to shape your ideas• Understand how to plan and draft effectively	<p>conventions of media and genre</p> <ul style="list-style-type: none">• Planning and drafting effectively• Photography to create narrative and genre ideas• Writing to a brief• Design and layout to follow conventions of media and genre• Using photoshop effectively	<ul style="list-style-type: none">• Different social ideas of gender and/or ethnicity and/or other social groups	<ul style="list-style-type: none">• Composition and Graphic design• 	<p>MEDIA STUDIES – SC</p> <ul style="list-style-type: none">• 5.1• 5.2• 11 <p>MEDIA STUDIES – SKILLS</p> <ul style="list-style-type: none">• 18.1• 18.2	<p>quality of final production work</p> <ul style="list-style-type: none">• SOA and all production pieces marked against the Eduqas Media Studies GCSE specification	<p>transferable to a range of different subject.</p> <ul style="list-style-type: none">• Research, planning and drafting skills require resilience and patience• Project management skills developed
--	--	---	--	---	--	--	---