



Curriculum Overview - Media Studies

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Year 10	<p>Introduction to Media Studies</p> <p>- What is media studies?</p> <p>- Why is media studies important?</p> <p>- How has the media industry changed over the course of history?</p> <p>Introduction to the four key areas of the media framework: audience, industry, language and representation</p> <p>Language, Representation, Audience and Industry studied.</p> <p>Close Study Products: Lara Croft GO (2016)</p> <p>Kim Kardashian</p> <p>Hollywood (2018) Marcus Rashford Twitter campaign (2020)</p>	<p>- What impact can the media have on society?</p> <p>- How can contextual information (historical, cultural, social and political) affect media products?</p> <p>- How can media products influence society in their beliefs/ideologies?</p> <p>Key theory/subject terminology</p> <p>Language, Representation, Audience and Industry studied.</p> <p>Close Study Products: Doctor Who: An Unearthly Child (S1, Ep.1) (1963)</p> <p>His Dark Materials: The City of Magpies (S2, Ep.1) (2019)</p>	<p>- How do contemporary media products differ to products of the same type throughout history?</p> <p>- How can contextual factors influence the creation of media products?</p> <p>- How do producers of popular media products compensate for social change?</p> <p>Key theory/subject terminology</p> <p>Language, Representation, Audience and Industry studied.</p> <p>Close Study Products: Radio 1 launch day (1967)</p> <p>KISS breakfast radio (2021)</p>	<p>- How do producers appeal to or persuade target audiences?</p> <p>- How have marketing and advertisements changed over time to suit the needs of society?</p> <p>- How do marketing techniques and advertising ideologies change over time?</p> <p>Key theory/subject terminology</p> <p>Language and Representation studied.</p> <p>Close Study Products: Galaxy chocolate advert (2013)</p> <p>NHS Represent advert (2016)</p> <p>OMO washing powder advert (1955)</p>	<p>- What is the importance of media industries?</p> <p>- What makes a successful media producer?</p> <p>- How do media production companies function?</p> <p>- How does social media impact on media industries?</p> <p>Key theory/subject terminology</p> <p>Audience and Industry studied.</p> <p>Close Study Products: BlackPink - 'How you like that' music video (2021)</p> <p>Arctic Monkeys - 'I bet that you look good on the dancefloor' music video (2006)</p> <p>Black Widow (film) (2021)</p> <p>I, Daniel Blake (film) (2016)</p>	<p>Mock coursework Non-Exam Assessment work.</p> <p>Students will create a media product in response to a brief set by AQA.</p> <p>Students will consider the skills learned in previous terms and attempt to incorporate them into their own media products.</p> <p>Students will consider:</p> <ul style="list-style-type: none"> - Media language - Media representation - Overall effectiveness and appeal to target audience



<p>Year 11</p>	<p>- What is the significance of political bias within the media?</p> <p>- How can media texts be mediated to withstand political/social bias?</p> <p>- How is media language used to communicate producer/political bias?</p> <p>Key theory/subject terminology</p> <p>Language, Representation, Audience and Industry studied.</p> <p>Close Study Products: The Times newspaper (2021)</p> <p>The Daily Mirror newspaper (2021)</p>	<p>- How are social and cultural values represented through media products?</p> <p>- How can social and cultural values change over time and according to class?</p> <p>- What are the impacts of media producers appealing to social and cultural values of audiences?</p> <p>Key theory/subject terminology</p> <p>Language, Representation, Audience and Industry studied.</p>				
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