

## Year 10-11 curriculum skeleton – media studies

Colour coded boxes indicate shared set of skills. **All** units include: knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology. Other skills, featuring in more than one unit are: analysis; making judgements; developing practical skills.

Term		Year 10	Year 11	
1	Unit & Theme	Introductory unit, exploring the Theoretical Framework and introducing each element ( <b>Media Language</b> , <b>Representation</b> , <b>Audience</b> and <b>Industries</b> ) and related theories	Justin Bieber: <b>Media Language</b> , <b>Representation</b> , <b>Audience</b> and <b>Industries</b>	
		What is media studies? An overview of the theoretical framework and contexts.	How does Justin Bieber operate in the music industry, appeal to his target audience, create representations and communicate messages?	
	Skills	Analysis; knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology	Analysis; knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology; making judgements	
	Assessment	<i>Intro Unit Assessment</i>		
	Unit & Theme	Practice practical unit, consolidating understanding of <b>Media Language</b> , <b>Representation</b> and <b>Audience</b> , as well as practising skills in <b>Photoshop</b>	Luther: <b>Media Language</b> , <b>Representation</b> , <b>Audience</b> and <b>Industries</b>	
		How are media products created?	How does Luther operate as a television drama, appeal to its target audience, create representations and communicate messages?	
	Skills	Developing practical skills	Analysis; knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology; making judgements	
	Unit & Theme	Magazines: <b>Media Language</b> and <b>Representation</b>		
		How do magazines create representations and communicate messages?		
	Skills	Analysis; knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology; making judgements		
Unit & Theme	Advertisements: <b>Media Language</b> and <b>Representation</b>			
	How do advertisements create representations and communicate messages?			
Skills	Analysis; knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology; making judgements			
Assessment	<i>Magazines and Advertisements Assessment</i>	<i>Mock: Component 2</i>		
2	Unit & Theme	No Time to Die: <b>Industries</b>		NEA Practical: Main focus on practical skills with <b>Photoshop</b> , but also applying understanding of <b>Media Language</b> , <b>Representation</b> and

		<b>Audience.</b>
	<b>What are the structures behind a Bond film to make it successful?</b>	<b>Responding to a media brief</b>
<b>Skills</b>	Knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology	Application of media theories and terminology; developing practical skills
<b>Unit &amp; Theme</b>	<b>No Time to Die and The Man With the Golden Gun Film Posters: Media Language and Representation</b>	
	<b>How do film posters create representations and communicate messages?</b>	
<b>Skills</b>	Analysis; knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology; making judgements	
<b>Unit &amp; Theme</b>	<b>The Sun: Audience and Industries</b>	
	<b>How is the newspaper industry structured and how does The Sun appeal to its target audience?</b>	
<b>Skills</b>	Knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology	
<i>Assessment</i>	<i>Component 1 exam</i>	<i>Internal Assessment of NEAs</i>
<b>Unit &amp; Theme</b>	<b>The Sun and The Guardian Front Pages: Media Language and Representation</b>	<b>Revision: Working through the Theoretical Framework (Media Language, Representation, Audience and Industries) and Applying it to ALL of the related set products, rather than dealing with one a product at a time.</b>
	<b>How do newspaper front pages create representations and communicate messages?</b>	<b>Pulling it all together through the Theoretical Framework</b>
<b>Skills</b>	Analysis; knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology; making judgements	Analysis; knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology; making judgements
<b>Unit &amp; Theme</b>	<b>Fortnite: Industries and Audience</b>	
	<b>How is the video game industry structured and how does Fortnite appeal to its target audience?</b>	
<b>Skills</b>	Knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology	

	<b>Unit &amp; Theme</b>	<b>The Archers: Industries and Audience</b>	
		<b>How is the radio industry structured and how does The Archers appeal to its target audience?</b>	
	<b>Skills</b>	Knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology	
	<i>Assessment</i>	<i>Fortnite and The Archers Assessment</i>	
3	<b>Unit &amp; Theme</b>	<b>NEA Planning and Preparation: Media Language, Representation and Audience.</b>	
		<b>Responding to a media brief</b>	
	<b>Skills</b>	Analysis; knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology; developing practical skills	
	<b>Unit &amp; Theme</b>	<b>Taylor Swift: Media Language, Representation, Audience and Industries</b>	
		<b>How does Taylor Swift operate in the music industry, appeal to her target audience, create representations and communicate messages?</b>	
	<b>Skills</b>	Analysis; knowledge and understanding of media products; knowledge and understanding of social and historical contexts; application of media theories and terminology; making judgements	