

Department Curriculum Map



Department

Media Studies

Skills required in Year 11

Year	AUT1	AUT2	SPR1	SPR2	SUM1	SUM2	Secured	
11	<p>Media language:</p> <ul style="list-style-type: none"> Forms of media language Choice of media language Codes and conventions <p>Media representations:</p> <ul style="list-style-type: none"> Representation Choice of media producers Representations of reality Misrepresentation Viewpoints Social, cultural and political significance <p>Media industries:</p> <ul style="list-style-type: none"> Ownership 	<p>Media language:</p> <ul style="list-style-type: none"> Theories of narrative Technology and media products Codes and conventions <p>Media representations:</p> <ul style="list-style-type: none"> Representations of reality Stereotypes Reflection of contexts <p>Media industries:</p> <ul style="list-style-type: none"> Convergence Funding models Regulation <p>Media audiences:</p> <p>Audience responses</p> <p>Social, cultural and political significance</p>	<p>Media language:</p> <ul style="list-style-type: none"> Forms of media language Choice of media language Codes and conventions <p>Media representations:</p> <ul style="list-style-type: none"> Representation Choice of media producers Representations of reality Misrepresentation Viewpoints Social, cultural and political significance <p>Media industries:</p> <ul style="list-style-type: none"> Ownership Convergence Regulation <p>Media audiences:</p> <ul style="list-style-type: none"> Theoretical perspectives on audiences. 			<p>Revision of the four areas of the theoretical framework</p> <ul style="list-style-type: none"> Media Language Representations Media industries Media Audiences <p>Review of all CSPs – particular focus on products completed in Year 10.</p>	<p>Exam papers</p> <p>Paper 1</p> <p>Written exam: 1 hour 30 minutes 84 marks 35% of GCSE</p> <p><u>Section A</u></p> <ul style="list-style-type: none"> Media Language Media Representations. <p>Any two of the following forms:</p> <ul style="list-style-type: none"> magazines advertising and marketing newspapers online, social and participatory 	

	<ul style="list-style-type: none"> • Convergence • Regulation <p>Media audiences:</p> <ul style="list-style-type: none"> • Theoretical perspectives on audiences. • <p>Social, cultural and political significance</p>		Social, cultural and political significance		<p>media and video games.</p> <p><u>Section B</u> Media Industries Media Audiences</p> <p>Any two of the following forms:</p> <ul style="list-style-type: none"> • radio • music video • newspapers • online, social and participatory media and video games • film (industries only). <p>Paper 2 Written exam: 1 hour 30 minutes 84 marks 35% of GCSE</p> <p><u>Section A</u> A screening from an extract of one of the television Close Study Products and can test any area of the theoretical framework.</p> <p><u>Section B</u> Based on either newspapers or online, social and participatory media and video games and</p>
Theme / Focus/ Content	<p>Online, social and participatory media</p> <p>CSPs Online, social and participatory media (in-depth, all four areas of the theoretical framework):</p> <ul style="list-style-type: none"> • Marcus Rashford – online presence • Kim Kardashian; Hollywood • Lara Croft Go <p>Period 7 – Coursework Intervention</p>	<p>CSPs Television (in-depth, all four areas of the theoretical framework):</p> <ul style="list-style-type: none"> • <i>His Dark Materials</i>, Series 2, Episode 1 – <i>The City of Magpies</i> • <i>Dr Who</i>, Episode 1 – <i>An unearthly child</i>. 	<p>CSPs Newspapers (in-depth, all four areas of the theoretical framework):</p> <ul style="list-style-type: none"> • <i>The Daily Mirror</i>, Friday 5 March 2021 • <i>The Times</i>, Friday 5 March 2021 		

						can test any area of the framework.	
10	<p>Media language:</p> <ul style="list-style-type: none"> • Forms of media language • Codes and conventions • Media representations: • Stereotypes <p>Media representation:</p> <ul style="list-style-type: none"> • Stereotypes • Choice of media producers 	<p>Media language:</p> <ul style="list-style-type: none"> • Forms of media language • Theories of narrative • Technology and media products • Choice of media language <p>Media industries:</p> <ul style="list-style-type: none"> • Ownership • Commercial industries • Regulation 	<p>Media industries:</p> <ul style="list-style-type: none"> • The nature of media production • Production processes • Regulation <p>Media audiences:</p> <ul style="list-style-type: none"> • Range of audiences • Targeting • Interpretations • Media practices • Audience Responses 	<p>Media Industries:</p> <ul style="list-style-type: none"> • Production processes • Working practices in media industries. • Funding models • Regulation • Digital technologies <p>Media audiences:</p> <p>Theoretical perspectives on audiences –</p> <ul style="list-style-type: none"> • Range of audiences • Targeting • Categorisation • Media technologies 	<p>Media Language:</p> <ul style="list-style-type: none"> • Codes and conventions • Theoretical perspectives on genre • Media Representations: • Re-presentation • Reflection of contexts 	<p>Media language:</p> <ul style="list-style-type: none"> • Theories of narrative • Technology and media products • Codes and conventions <p>Media representations:</p> <ul style="list-style-type: none"> • Re-presentation • Theoretical perspectives on gender • Viewpoints • Social, cultural and political significance <p>Media Industries:</p> <ul style="list-style-type: none"> • Convergence • Commercial industries • Digital technologies <p>Media Audiences:</p> <ul style="list-style-type: none"> • Targeting • Media practices 	
	Advertising and marketing:	The film industry CSPs Film industry (targeted, focusing on media industries):	Music videos CSPs Music videos (targeted, focusing	Radio CSPs Radio (targeted, focusing on media	Magazines (Targeted, focusing on	NEA Project Application of knowledge and	

	<p>CSPs Advertising and marketing (targeted, focusing on media language and media representations):</p> <ul style="list-style-type: none"> television advertisement for Galaxy NHS Blood and Transplant online campaign video OMO Print advert from <i>Woman's Own</i> magazine 	<ul style="list-style-type: none"> <i>Black Widow</i> <i>I, Daniel Blake.</i> 	<p>on Media Audiences and Media Industries):</p> <ul style="list-style-type: none"> Arctic Monkeys - <i>I bet you look good on the dancefloor</i> Blackpink – <i>How you like that.</i> 	<p>Industries and media audiences):</p> <ul style="list-style-type: none"> Radio 1 Launch Day, Tony Blackburn KISS Radio, Kiss Breakfast. 	<p>Media language and representations):</p> <ul style="list-style-type: none"> <i>Tatler</i>, January 2021 <i>Heat</i>, 21-27 November, 2020. 	<p>understanding of the theoretical framework. Ability to create media products for an intended audience and write a statement of intent</p> <p>A choice of one of five annually changing briefs, set by AQA.</p> <ul style="list-style-type: none"> 60 marks 30% of GCSE <p>Assessed by teachers Moderated by AQA</p> <ol style="list-style-type: none"> Three print adverts or three 40–60 second radio adverts One television advert for a puzzle or slice-of-life video game. A 3-minute excerpt from a commercial music radio station, An online promotional package for the starring actor in a new 	
--	--	---	---	---	---	---	--

						5. superhero film. A two-minute music video for an emerging artist or band.	

Online, social and participatory media

CSPs Online, social and participatory media (in-depth, all four areas of the theoretical framework):

- Marcus Rashford – online presence
- Kim Kardashian; Hollywood
- Lara Croft Go

NEA project

Application of knowledge and understanding of the theoretical framework.

Ability to create media products for an intended audience and write a statement of intent

A choice of one of five annually changing briefs, set by AQA.

- 60 marks

- 30% of GCSE

Assessed by teachers

Moderated by AQA

6. Three print adverts or three 40–60 second radio adverts
7. One television advert for a puzzle or slice-of-life video game.
8. A 3-minute excerpt from a commercial music radio station,
9. An online promotional package for the starring actor in a new superhero film.
10. A two-minute music video for an emerging artist or band.