

## KS4: GCSE MEDIA STUDIES

### Exam Board & Specification details: Eduqas.

#### Assessment Objectives:

Component 1: Media language & Media Industries & Audiences [80 marks] 40%. Component 2: Media Industry, Language & Representation [60 marks] 30%.  
Component 3: Production Coursework: [60 marks] 30%

Key Skills: Analytical. Critical thinking. Creative and technical skills.

Developing key creative and technical skills & media language in Year 9. Introduction to key media theories needed to understand audience response to Media products and the world around them. Enabling students to construct and deconstruct print and audio-visual products to a very high standard.

Students continue to master key technical skills in years 10 & 11. Developing creative awareness with a strong sense of design principles when creating media products. Media students also develop a critical understanding of a wide range of media products in each media industry, developing strong analytical skills and a detailed understanding of how producers communicate messages and form representations in society.

Curriculum map: for 2020/21 based on a one year foundation year and a 2 year GCSE

YEAR 9	TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6
	Photography	News & Newspapers	Magazines	TV Advertising	Comics	Animation
<i>Students study</i>	<p>Understanding key media terminology.</p> <p>Importance of photography in the media.</p> <p>Use of photography for propaganda purposes.</p> <p>History of photography and its impact on news.</p> <p>Use of photography when creating narrative</p>	<p>Research project</p> <p>The importance of press censorship, regulation and freedom of speech.</p> <p>Phone hacking scandal.</p> <p>News print. Tabloids &amp; Broadsheets.</p> <p>How audiences are positioned to accept the</p>	<p>Introduction to Magazine genres.</p> <p>Use of celebrity in Magazines.</p> <p>Audience Demographics.</p> <p>Uses &amp; Gratification Theory.</p> <p>Magazine Codes and conventions.</p>	<p>Product awareness: Celebrity endorsement. Two Step Flow.</p> <p>Advertising censorship &amp; regulation.</p> <p>Product analysis</p> <p>Key features of a TV advert.</p> <p>Audience appeal.</p> <p>Creation and</p>	<p>Historical contexts of comic production.</p> <p>Development of comic industry: DC &amp; Marvel Franchise.</p> <p>Propp's Character Theory: Understanding character function in narrative.</p> <p>Todorov's Narrative Theory:</p>	<p>History of animation</p> <p>Animation Industry</p> <p>Animation genres</p> <p>Animation techniques.</p> <p>Production of a short animated sequence using techniques learnt in class.</p>

	<p>understanding.</p> <p>Creation of a photostory using a range of camera angles and shot types to communicate a narrative.</p>	<p>promotion of Right-wing and Left-wing political ideology.</p> <p>Online news appeal.</p> <p>Fake news.</p> <p>Moral Panic Theory.</p> <p>Newspapers Values and Conventions.</p> <p>Design and creation of a newspaper front page.</p>	<p>Analysis of chosen magazine using appropriate media terms and theory.</p>	<p>development of an advertising campaign.</p> <p>Production of TV advert.</p>	<p>Understanding Narrative Structure.</p> <p>Creation of a comic front page and comic strip - incorporating appropriate narrative theory.</p>	
<p><i>Students learn how to:</i></p>	<p>Analyse how photography influences audience response.</p> <p>Analyse propaganda imagery in the media.</p> <p>Assess and identify ideological values.</p> <p>Create an effective narrative using still imagery.</p>	<p>Analyse the political messaging and ideology within news reporting.</p> <p>Discuss and evaluate the importance of free press and free speech in society.</p> <p>Analyse how a tabloid and broadsheet contain different news values targeted at specific audiences.</p> <p>Create and design a newspaper front page.</p>	<p>Identify different types of audience and relate groups to genre and texts.</p> <p>Analyse persuasive techniques used in Magazines.</p> <p>Analyse how stereotypes are reinforced and challenged in the magazine industry.</p> <p>Create a magazine front cover, contents page and double page spread in a genre of their choice.</p>	<p>Analyse how camera, sound and editing are used to promote a product or message.</p> <p>Explain how the advertising industry functions and how it is regulated.</p> <p>Create a TV advert using camera, sound and editing techniques on Premiere Pro.</p>	<p>Analyse the narrative structure and apply narrative theory in comic strips.</p> <p>Create a comic front page and comic strip by applying narrative theory and using appropriate software.</p>	<p>Create a short animated sequence which incorporates one or more animated techniques taught in lessons.</p> <p>Apply effective sound and editing techniques to create emotion and meaning to their animated sequence.</p>

**ASSESSMENT:** Students are assessed on their understanding and application of Media terminology and theoretical skills when analysing Media products. Students are also evaluated on their use of creative and technical skills when producing Media artifacts.

YEAR 10	TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6
	Film Marketing	Music Videos	Television	Television & Coursework	Coursework	Coursework
<i>Students study</i>	<p>Generic conventions of film posters.</p> <p>Structure and function of the film industry.</p> <p>Film Censorship issues.</p> <p>The importance of genre and how films are marketed, nationally and internationally.</p> <p>Major &amp; independent studios and productions.</p> <p>High Concept Films.</p> <p>James Bond Franchise.</p> <p>Analysis of how Film posters raise audience awareness and expectations.</p> <p>Developing creative &amp; technical skills: Creation of film poster &amp; DVD front and back pages.</p>	<p>Representation of males, females and ethnic minorities in the music industry.</p> <p>Analysis of how music videos promote artists depending on genre and global appeal.</p> <p>How music artists are created and how they target fans globally.</p> <p>How music artists are sold and how they communicate and ideology.</p> <p>The importance of fan-based websites to the music industry.</p> <p>The importance of official websites to promote music artists and increase industry profit.</p> <p>Developing creative &amp; technical skills: Production of Music video, Music website, music magazine cover.</p>	<p>The importance of crime drama to television producers and audiences.</p> <p>Analysing crime drama conventions.</p> <p>Representation of male and female characters in crime dramas.</p> <p>How character reflections location and setting in crime dramas.</p> <p>Understanding and identifying Proppian Character functions in television crime drama.</p> <p>Understanding Todorov's Narrative Theory - Narrative structure.</p> <p>Analysis of crime drama sequence, applying narrative theory.</p>	<p>Developing creative &amp; technical skills: Creation of a short television sequence for a crime drama.</p> <p>Research into Film Marketing project, Magazine Production project, Music Video Production, or Television Production sequence.</p> <p>Statement of Aims Report.</p> <p>Planning of Film Marketing project, Magazine Production project, Music Video Production, or Television Production sequence.</p>	<p>Creation of Film Marketing project</p> <p>or,</p> <p>Magazine Production project.</p> <p>or,</p> <p>Music Video Production.</p> <p>or,</p> <p>Television Production sequence.</p>	<p>Creation of Film Marketing project</p> <p>or,</p> <p>Magazine Production project.</p> <p>or,</p> <p>Music Video Production.</p> <p>or,</p> <p>Television Production sequence.</p> <p><b>Component 3:</b></p> <p>Final coursework assessment. 30% of Media Studies GCSE.</p>

<p><i>Students learn how to:</i></p>	<p>Analyse Film Marketing products to a high level by using appropriate media language and theoretical perspectives.</p> <p>Create Film Marketing products using editing software programmes.</p>	<p>Analyse moving imagery and understand the use of camera and mise-en-scene in music videos.</p> <p>Apply appropriate media theory to the music video they study.</p> <p>Answer potential extended exam questions using media terminology and theory.</p> <p>Create music videos and websites, using appropriate software.</p>	<p>Identify narrative techniques and structures relevant to television production.</p> <p>Analyse camera, sound, editing and mise-en-scene in chosen television sequences.</p> <p>Recognise how representations in television subvert or enforce stereotypes.</p> <p>Apply narrative theory when analysing Television drama.</p> <p>Create an opening sequence for a crime drama using camera, editing, mise-en-scene and sound.</p>	<p>Develop research skills and effectively apply these to their work.</p> <p>Plan effectively for each coursework brief to be undertaken.</p> <p>Write a Statement of Aims.</p> <p>Create a storyboard and plan a shot list and floor plan.</p>	<p>Create a high quality print or audio-visual production, using original photography or camerawork.</p> <p>Edit print material using Photoshop, or, Edit a 3 minute audio-visual sequence using PremierePro software.</p>	<p>Create a high quality print or audio-visual production, using original photography or camerawork.</p> <p>Edit print material using Photoshop, or, Edit a 3 minute audio-visual sequence using PremierePro software.</p>
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**ASSESSMENT:** Component 3: Coursework consisting of 30% GCSE  
Module assessment: Students are assessed on their use of key media language and application of theory when analysing key media products.

Year 11	TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6
	Magazines	News & Newspapers	Print Advertising	Radio & Video Games	Revision	Revision

<p><i>Students study</i></p>	<p>Magazine Industry.</p> <p>Magazine genre convention recap.</p> <p>Uses &amp; Gratification Theory.</p> <p>Audience Demographics.</p> <p>Male representation in GQ magazine.</p> <p>Female Representation in Pride magazine.</p>	<p>News industry</p> <p>News &amp; newspaper conventions recap.</p> <p>Moral and ethical values in journalism.</p> <p>Audience positioning.</p> <p>Ideological values and issues in the Sun Newspaper.</p> <p>Ideological values and issues in the Guardian newspaper.</p>	<p>Audience Demographics &amp; Psychographics.</p> <p>Maslow's Theory.</p> <p>Research and analysis of historical advert: Quality Street.</p> <p>Research and analysis of contemporary advertising campaign: This Girl Can.</p>	<p>OFCOM</p> <p>Historical context of the Archers</p> <p>Audience positioning and targeting.</p> <p>The importance of the Archers to the BBC and to audiences.</p> <p>Video Game industry.</p> <p>Video Game censorship &amp; regulation. PEGI.</p> <p>Video Game Promotion: Fortnite.</p>	<p><b>Revision sessions in preparation for Exam: Component 1</b></p> <p>Magazines. Film Marketing Newspapers Print Advertising Radio Video Games</p> <p><b>Exam: Component 2</b></p> <p>Television Crime Drama Music Videos &amp; Music Websites.</p>	<p><b>Exam: Component 1</b></p> <p>Magazines. Film Marketing Newspapers Print Advertising Radio Video Games</p> <p><b>Exam: Component 2</b></p> <p>Television Crime Drama Music Videos &amp; Music Websites.</p>
<p><i>Students learn how to:</i></p>	<p>Identify and analyse gender stereotypes in magazines.</p> <p>Analyse representations of ethnicity and minority groups in magazines.</p>	<p>Compare different ideological values in chosen newspapers and analyse how these influence audience beliefs.</p> <p>Evaluate issues in the news and assess their significance to a changing society.</p> <p>Identify news values and news conventions in chosen texts.</p>	<p>Analyse the techniques used by ad agencies to target specific audiences.</p> <p>Recognise how adverts create product desire and interest.</p> <p>Analyse chosen advertisements by using appropriate media terminology.</p> <p>Explain with confidence the context behind selected adverts and understand how context influences audiences.</p> <p>Analyse how lifestyle choices are reinforced</p>	<p>Radio is and has been used to communicate different messages depending on the context.</p> <p>Evaluate the significance of Radio as a source of communication.</p> <p>Analyse the uses and gratification of The Archers for audiences.</p> <p>Analyse the importance of OFCOM when regulating radio..</p> <p>Write a script for a radio soap opera.</p>	<p>Revise effectively.</p> <p>Answer potential exam questions using appropriate media terms and theory.</p>	

			through advertising.	Record a radio play.  Analyse how video games are marketed and consumed by different global audiences.		
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**ASSESSMENT:** Exams: Component 1 - Section A - Media Language (Magazines, Newspapers, Film Marketing, Advertising)  
Section B - Media Industries & Audiences (News, Radio, Video Games)  
[80 marks] 40% of GCSE

Component 2 - Section A - Media Industry & Language (Television Crime Drama)  
Section B - Representation (Music Videos & Websites)  
[60 marks] 30% of GCSE

## KS5: GCE A LEVEL MEDIA STUDIES

Exam Board: WJEC/Eduqas

Assessment Objectives:

Component 1: Media language & Media Industries & Audiences [60 marks] 30%. Component 2: Media Industry, Language & Representation [90 marks] 45%.  
Component 3: Production Coursework: [60 marks] 30%

Key Skills: Students need to develop analytical, critical thinking, creative and technical skills to construct and deconstruct print and audio-visual products to a very high standard. Enabling students to continue into the world of Media and Film Production or into Higher Education. Students will develop a detailed understanding of media language, and learn how to apply key media theories when deconstructing media products.

Developing creative awareness with a strong sense of design principles when creating media products. Media students also develop a critical understanding of a wide range of media products in each media industry, developing strong analytical skills and a detailed understanding of how producers communicate messages and form representations in society.

YEAR 12	TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6
	Music Videos	Film Marketing	Television	Coursework	Coursework	Coursework

<p><i>Students study</i></p>	<p>Representation of males, females and ethnic minorities in the music industry.</p> <p>Analysis of how music videos promote artists depending on genre and global appeal.</p> <p>How music artists are created and how they target fans globally.</p> <p>How music artists are sold and how they communicate and ideology.</p> <p>The importance of fan-based websites to the music industry.</p> <p>The importance of official websites to promote music artists and increase industry profit.</p> <p>Developing creative &amp; technical skills: Production of Music video, Music website, music magazine cover.</p>	<p>Generic conventions of film posters.</p> <p>Structure and function of the film industry.</p> <p>Film Censorship issues.</p> <p>The importance of genre and how films are marketed, nationally and internationally.</p> <p>Major &amp; independent studios and productions.</p> <p>High Concept Films.</p> <p>James Bond Franchise.</p> <p>Analysis of how Film posters raise audience awareness and expectations.</p> <p>Developing creative &amp; technical skills: Creation of film poster &amp; DVD front and back pages.</p>	<p>The importance of crime drama to television producers and audiences.</p> <p>Analysing crime drama conventions.</p> <p>Representation of male and female characters in crime dramas.</p> <p>How character reflections location and setting in crime dramas.</p> <p>Understanding and identifying Propopian Character functions in television crime drama.</p> <p>Understanding Todorov's Narrative Theory - Narrative structure.</p> <p>Analysis of crime drama sequence, applying narrative theory.</p>	<p>Research into Film Marketing project, Magazine Production project, Music Video Production, or Television Production sequence.</p> <p>Statement of Aims Report.</p> <p>Planning of Film Marketing project, Magazine Production project, Music Video Production, or Television Production.</p>	<p>Film Marketing Design and website design for a new film production.</p> <p>or,</p> <p>Magazine Production Design and Magazine online website design.</p> <p>or,</p> <p>Music Video Production and Music website creation to promote an artist in a chosen genre.</p> <p>or,</p> <p>Television Production sequence and website design for a television programme.</p>	<p>Creation of Film Marketing project</p> <p>or,</p> <p>Magazine Production project.</p> <p>or,</p> <p>Music Video Production.</p> <p>or,</p> <p>Television Production sequence.</p> <p><b>Component 3:</b></p> <p>Final coursework assessment. 30% of Media Studies GCE.</p>
<p><i>Students learn how to:</i></p>	<p>Analyse representational issues within the chosen Music video texts.</p> <p>Analyse unseen audio-visual sequences using media language</p>	<p>Assess the difference between independent film and major film industry structures.</p> <p>Compare and understand the differences between</p>	<p>Analyse the different television industries.</p> <p>Analyse the positive and negative influences of international and national</p>	<p>Plan a short television sequence.</p> <p>Create a detailed screenplay for an opening sequence of a television drama.</p>	<p>Organise and film entire sequences for an opening crime drama series.</p> <p>Edit a television drama sequence using PremierePro</p>	<p>Organise and film entire sequences for an opening crime drama series.</p> <p>Edit a television drama sequence using PremierePro editing</p>

	and theory.	marketing strategies within the U.S. the U.K and European films.  Analyse how films are marketed using technical and audio codes.  Evaluate the use of genre and apply relevant theory in their response.	cross-productions.  Identify how cultural differences are expressed through narrative form in the chosen texts.  Analyse how television crime drama reflects issues in today's society.	Structure a floor plan outlining camera movement and mise-en-scene.  Organise and film entire sequences for a an opening crime drama series.	editing software.	software.  Apply sound design to enhance the emotional impact of the scene and create wider meaning.
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**ASSESSMENT:** Component 3: Coursework consisting of 30% GCE  
Module assessment: Students are assessed on their use of key media language and application of theory when analysing key media products.

Year 13	TERM 1	TERM 2	TERM 3	TERM 4	TERM 5	TERM 6
	Magazines & Online Media	News & Newspapers	Video Games & Advertising	Radio	Revision	Revision
<i>Students study</i>	Magazine Industry.  Application of Representation Theory  Gender Identity in Magazines.  Representation of gender & ethnicity.  Historical magazines and their context.  Analysis of gender identity and stereotyping in Woman	News industry  News & newspaper conventions recap.  Moral and ethical values in journalism.  Audience positioning.  Analysis of ideological values and issues in the Daily Mirror Newspaper.  Analysis of ideological values and issues in the Guardian newspaper.	Audience Demographics & Psychographics.  Representational values in Tide advertising campaign.  Research and analysis of historical advert: Tide.  Analysis of TV advertising and application of appropriate theory.  Research and analysis of contemporary	OFCOM  The importance of radio to the BBC and to audiences.  Historical context of Woman's Hour  Audience positioning and targeting.  Analysis of chosen texts and the representational issues of gender within.	<b>Exam: Component 1</b>  Film Marketing News & Newspapers Advertising Radio Video Games Music Videos  <b>Exam: Component 2</b>  Television Crime Drama Magazines. Online Media	<b>Exam: Component 1</b>  Film Marketing News & Newspapers Advertising Radio Video Games Music Videos  <b>Exam: Component 2</b>  Television Crime Drama Magazines. Online Media



	Magazine (1964) Analysing ideological values within the contemporary niche magazine: Adbusters.		advertising campaign: Water Aid.			
<i>Students learn how to:</i>	Analyse the chosen texts by using detailed media language and applying extensive theoretical assessment.  Formulate and develop ideas when deconstructing media texts based on theoretical discussion and analysis.	Analyse the chosen texts by using detailed media language and applying extensive theoretical assessment.  Formulate and develop ideas when deconstructing media texts based on theoretical discussion and analysis.	Analyse the chosen texts by using detailed media language and applying extensive theoretical assessment.  Formulate and develop ideas when deconstructing media texts based on theoretical discussion and analysis.	Analyse the chosen texts by using detailed media language and applying extensive theoretical assessment.  Formulate and develop ideas when deconstructing media texts based on theoretical discussion and analysis.	Use effective revision techniques focused on answering potential questions in Components 1 & 2.  Develop essay writing skills to a high level of analytical understanding.  Write a well-structured and detail essay under timed conditions.	Use effective revision techniques focused on answering potential questions in Components 1 & 2.  Develop essay writing skills to a high level of analytical understanding.  Write a well-structured and detail essay under timed conditions.

**ASSESSMENT:** Exams: Component 1 - Section A - Media Language (Magazines, Newspapers, Film Marketing, Advertising, Music Videos)  
Section B - Media Industries & Audiences (News, Radio, Video Games)  
[70 marks] 35% of GCE

Component 2 - Section A - Media Industry & Language (Television Crime Drama)  
Section B - Representation (Magazines)  
Section C - Online media (blogs)  
[70 marks] 35% of GCE