Media Studies Year 10						
	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Topic/ Specification reference	Introduction to Media Studies Component 1 Section A: Advertising – Quality Street	Component 1 Section A: Advertising – This Girl Can Component 1 Section A: Film Marketing - The Man with the Golden Gun	Component 1 Section A & B: Film Marketing – No Time to Die	Component 1 Section A – Magazines: GQ and Pride	Component 1 Section B – Radio: The Archers Preparation for NEA: Selection of brief and starting research and planning tasks	Component 3 NEA Production
Knowledge	Overview of key concepts: media language, representation, industry and audience Conventions of advertising Social contexts – 1950s UK Changing gender roles in society Layout and design	Conventions of film posters, genre conventions, public awareness campaigns, social context – 1970s Britain	Structure of film industry, function of distribution sector of film industry, Bond franchise, marketing strategies, target audiences and audience appeals, BBFC regulation of film	Conventions of magazine covers, magazine industry, target audiences: demographics/psychographics, representations of masculinity, representations of femininity, representation of ethnicity, black identity, FGM, camera shots/angles	History of radio, remit of BBC, public service broadcasting, channel identity of Radio 4, Reithian principles, history of The Archers, target audience, convergence, impact of digital technology on radio listeners, regulation of radio	Conventions of product types and genres, use of Wix, Photoshop, Canva, Adobe Premier as appropriate to the brief
Skills	Analytical skills of print products Ability to apply knowledge of social context to set products	Analytical skills, comparative skills	Analytical skills, application of media theory and terminology to set products	Analysis of set print products, application of theory and terminology, comparative skills, analysis of unseen products.	Application of knowledge of audiences to The Archers Planning and research skills	Taking and editing photos and video footage, constructing layouts, writing copy, creating logos, branding

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Key vocabulary	Z format, rule of thirds, conventions, slogan, brand, colour palette, rhetorical question, ellipsis, patriarchy, direct mode of address, denotation, connotation, mise-en-scene, serif font, sans serif font	Mantra, logo, action shot, dentation, connotation, mise-en-scene, serif font, sans serif font, sexualisation, objectification, male gaze, code of enigma, protagonist, antagonist	Distribution, vertical integration, target audience, demographics, psychographics, franchise, product placement, merchandising, convergence, 360 degree marketing, denotation, connotation, protagonist, antagonist, code of enigma	Toxic masculinity, sexualisation, objectification, male gaze, crisis in masculinity, conventions, genre, masthead, coverlines, main image, puff, plug, direct mode of address, lifestyle magazine, agenda setting, serif/sans serif font, psychographics, demographics, convergence	Remit, public service broadcasting, commercial broadcasting, DAB radio, convergence, psychographics, demographics, regulation	Format, rule of thirds, Z format, convergence, conventions, genre, code of enigma
Assessment	15 mark exam type question	25 mark comparative question	Section B exam questions	25 mark comparative question and 15 mark analysis question	Section B exam questions	Completion of NEA production and Statement of Aims

Media Studies Year 11						
	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Topic/ Specification reference	Component 1 Section B: Video Games – Fortnite Component 1 Section A & B Newspapers – The Sun	Component 1 Section B Newspapers: The Guardian Component 2 Section A: Television Crime Drama - Luther	Component 2 Section A: Television Crime Drama – The Sweeney	Component 2 Section B: Music Industry -	Revision and Exam Preparation	Study leave
Knowledge	Structure and ownership of gaming industry, regulation of video games – PEGI, effects debate, target audiences Newspaper industry in the UK, conventions of newspaper front pages, differences between tabloids and broadsheets, ownership of newspapers, Rupert Murdoch and News Corp, political bias	Structure of newspaper industry, ownership of newspapers, nature of conglomerates, target audience, political bias BBC channel identity, crime drama conventions, Propp's character roles, Barthes' code of enigma, visual, audio and technical codes,	Change in the nature of television, social context 1970s UK, changing representations of women, changing representations of the police. Todorov's narrative theory, Barthes' Code of Enigma, audio codes, technical codes, visual codes	Impact of digital technology on the music industry. Taylor Swift – Bad Blood: representations of gender and ethnicity, star theory, role of the internet in music marketing. Pharrell Williams – Freedom: synergy, representations of ethnicity and issues, social contexts TLC – Waterfalls: changes in music industry, social context: AIDs epidemic	Structure of exams, question tariffs, past paper mark schemes, suggestions for timing	
Skills	Application of terminology and theory to study of radio. Analysis of print products, comparison of set products and unseen materials.	Analysis of set and unseen print products. Application of theory and terminology. Analysis of moving image texts, identification of audio, technical and visual codes	Analysis of set product. Comparison of contemporary v historical set product. Application of theory and terminology to the moving image products.	Analysis of moving images, identification of representations and application of awareness of social contexts. Application of theory and terminology to the moving image products.	Revision strategies, review and transform,	
Key vocabulary	Franchise, convergence, first person, downloadable content Masthead, headline, byline, tabloid, broadsheet, bias, conglomerate	Genre, conventions, diegetic sound, non-diegetic sound, iconography, mise-en-scene, protagonist, antagonist,	Genre, narrative, code of enigma, denotation, connotations, diegetic sound, non-diegetic sound, iconography, mise-en-scene, conventions, intertextuality,	Genre, sub-genre, star appeal, performance video, narrative video, mise-en-scene, camera shots, camera angles, synergy		
Assessment	Component 1 Section B exam questions	Component 1 Section B questions Component 2 Section A questions	Component 2 Section A questions	Component 2 Section B questions		

Media Studies Year 12						
	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Topic/ Specification reference	Introduction to Media Studies Component 1 Section A: Marketing – Kiss of the Vampire and Tide	Component 1 Section A: Marketing – Super. Human Music Video – Sam Fender 'Seventeen Going Under'	Component 1 Section A: Music Videos – Janelle Monae 'Turntables' Component 1 Section A: Newspapers – The Mirror	Component 1 Section A & B: Newspapers – The Times Component 1 Section B: Film Marketing – Black Panther	Component 1 Section B: Have You Heard George's Podcast? Component 1 Section B: Film Marketing – I, Daniel Blake	Component 3 NEA
Knowledge	Conventions of film posters, genre conventions, Barthes' Semiotic Theory, social context 1960s Britain, Hammer Studios, changing role of women in society, layout and design 1950s Britain, role of women post-war, van Zoonen's Feminist Theory, bell hook's Feminist Theory, Levi-Strauss' binary opposites	Conventions of television advertising, Paralympics, representations of disability, audio codes, visual codes, technical codes, audience appeals, target audiences Conventions of music videos, representations of social class, age and masculinity	Civil rights movement, afro-futurism, Black Lives Matter, audio codes, visual codes, technical codes, bell hooks representation theory Structure and ownership of newspaper industry, conventions of newspaper front pages, political bias, ideologies Theories: Barthes' Semiotics, Levi-Strauss, Todorov, van Zoonen, bell hooks	Conventions of broadsheet newspapers, political ideologies, bias, regulation of newspapers Structure and ownership of film industry, marketing strategies, afro-futurism, franchises, conglomerates, target audiences Theories of: Curran and Seaton, Livingstone and Lunt, Hesmondhalgh	Changes in radio industry, impact of digital technology on radio, target audiences, public service broadcasting, DAB radio Theories of Hesmondhalgh, Curran and Seaton and Livingstone and Lunt Regulation of film, British film industry v Hollywood film industry.	NEA briefs Research and planning strategies Conventions of media types in each brief

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Skills	Analysis of print products, ability to compare print products, application of theory and terminology to set and unseen products.	Analysis of moving image products, application of theory and terminology to set and unseen products	Analysis of moving image, application of theory and terminology to set products. Analysis of newspaper front pages – set products and unseen	Application of theory and terminology Analysis of newspaper front pages	Application of theory and terminology to set products.	Research skills, planning, capturing images and video footage, editing of images and footage, construction of print products, moving image products, web pages, podcasts as appropriate
Key vocabulary	Denotation, connotation, mise-en-scene, iconography, femme fatale, genre, sub-genre, hybrid genre, stereotype, protagonist, antagonist, feminism, sexualisation, objectification, fragmentation, patriarchy, Z format, rule of thirds, slogan, brand identity, serif font, sans serif font	Slogan, logo, branding, demographics, psychographics, target audience, mise-en-scene, iconography, star appeal, stereotypes, under-representation, symbolic annihilation, performance video, abstract video, conceptual video, narrative, binary opposites	Performance video, concept video, genre, iconography, mise-en-scene, sub-genre, tabloid, broadsheet, political bias, ideology, masthead, columns, by-line, headline, standfirst,	Ideology, bias, headline, columns, by-line, masthead, high concept, puff, plug, standfirst, broadsheet, conglomerate, synergy, vertical integration, horizontal integration, synergy, demographics, psychographics	Independent, auteur, production, distribution, exhibition, regulation, podcast, DAB, direct mode of address, demographics, psychographics	Mood board, recce, storyboarding, scripting
Assessment	15 mark Component 1 Section A questions	30 mark comparative question	15 mark Component 1 Section A questions	Exam type questions	Component 1 Section B questions	NEA tasks

Media Studies Year 13						
	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
Topic/ Specification reference	Component 1 Section B – Video Games: Assassin's Creed	Component 2: Section A – Magazines – Vogue & The Big Issue	Component 2 Section B – Television: Humans and The Returned	Component 2 Section C – Online Media: Zoella and Attitude	Revision and Exam Preparation	Study Leave
Knowledge	Regulation of video games, structure of ownership of the video game industry, target audiences, synergy, theories of Livingstone and Lunt, Curran and Seaton and Hesmondhalgh	Structure of ownership of UK magazine industry, impact of digital technology on magazine industry, conventions of magazine front pages and contents, genre and sub-genre conventions, audience theories, media language theories, representation theories, industry theories, social and historical contexts	Structure and ownership of UK television industry, remit of Channel 4, public service broadcasting, genre conventions of science fiction and thrillers, international co-productions, narrative theories, representation theories, audience theories, industry theories, regulation of television, historical and social contexts, Propp's Character Roles,	Impact of digital technology on media products, rise of influencers, regulation of online media, target audiences, niche audiences, changing audience relationships with media content, David Gauntlett's identity theory, Stuart Hall's Reception Theory, Henry Jenkins' Fandom Theory, George Gerbner's Cultivation Theory, Baudrillard's Postmodernist Theory, Shirky's End of Audience Theory, Hesmondhalgh's Cultural Industries	Revision techniques, understanding of exam structure and question tariffs, understanding of mark scheme and question foci.	
Skills	Application of theories and terminology to set products	Synoptic module – application of all theory and terminology to print set products	Synoptic module – application of all theory and terminology to print set products	Synoptic module – application of all theory and terminology to print set products	Review and transform, committing to memory, planning extended responses.	
Key vocabulary	Franchise, synergy, demographics, psychographics, regulation	Genre, sub-genre, hybrid genre, masthead, cover star, coverlines, demographics, psychographics, ideology, iconography, serif fonts, sans serif fonts, rule of thirds, Z format, typography, lexis, house style, brand identity, white space, conglomerate, readership, circulation	Genre, conventions, iconography, mise-en-scene, public service broadcasting, representation, narrative, production, distribution, exhibition, commissioning, multi-channel era, narrowcasting, stock characters, protagonist, antagonist, ensemble cast, iconography	'Below the line', homepage, navigation bar, synergy, niche, specialist audience, content creators, vlog, blogger, gatekeeping, web traffic, monetisation, algorithm, brand recognition, convergence, transmedia storytelling, CAP Code, advertorial, metadata, collaboration video, call to action,	Review and transform, mind-map, cognitive load, long term memory, short term memory	
Assessment	Component 1 Section B questions	Component 2 Section A questions	Component 2 Section B questions	Component 2 Section C questions	Exam type questions from all papers	