

	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5	Topic 6
Topic title	Introduction to Media	Advertising and Marketing: Quality Street and This Girl Can	Film Marketing: The man with the Golden Gun and No Time to Die	Magazines: Pride and GQ	Radio: The Archers and Video Games: Fortnite	Newspapers: Guardian and The Sun
Key questions	What media products will I study? What are the key skills I need to master in media studies? How will I be assessed?	How is the media product influenced by the context? How is gender represented? How is media language used to convey meanings?	How is the media product influenced by the context? How is gender, ethnicity and disability represented? How is media language used to convey meanings? (Spectre only: As above and What is the effect of ownership and control? How is the media regulated? How are audiences reached?)	How is the media product influenced by the context? How is gender represented? How is media language used to convey meanings?	What is the effect of ownership and control? How is the media regulated? How are audiences reached?	How is the media product influenced by the context? How are issues represented? How is media language used to convey meanings? (The Sun only: As above and What is the effect of ownership and control? How is the media regulated? How are audiences reached?)
Key knowledge and concepts	<p>Media Language (denotation vs connotation, connotations of colour, symbol and font)</p> <p>Representation (gender and age through still image)</p> <p>Media Industries (Understanding conglomerates and monopolies, concept of regulation)</p> <p>Audiences (demographics, psychographics and moral panics)</p>	<p>Media Language (depth of field, colour palette, animation, realism vs idylls, conventions of advertising,)</p> <p>Representation (women :Laura Mulvey 's male gaze theory, framing, anchorage, phallic symbolism)</p> <p>Media Contexts (patriarchy, WW2, consumerism, public service broadcasting)</p>	<p>Media Language (Bond as British institution, collage, key features of film poster, intertextuality)</p> <p>Representation (Propp's character roles, male hero, omission of female role, representation of ethnicity and disability)</p> <p>Media Contexts (1970's stereotypes, Karate, Political warfare)</p> <p>Media Industries (production stages, vertical vs horizontal integration, synergy and convergence, regulation film industry)</p> <p>Audiences (hypodermic needle theory vs two step flow)</p>	<p>Media Language (hybridity, magazine conventions,</p> <p>Representation (ethnic representations, masculinity)</p> <p>Media Contexts (Oscars so white, Black Lives Matter, feminism, capitalism)</p>	<p>Media Industries (analyse impact of ownership, financing and regulation on production and audience)</p> <p>Audiences (Uses and gratifications theory, how broadcasting context influences audiences)</p>	<p>Media Language (conventions of the printed press, website and social media channels)</p> <p>Representation (immigration, political bias, (bias and objectivity,)</p> <p>Media Contexts (Brexit, Left wing and right wing ideologies)</p> <p>Media Industries (IPSO regulation, Trust vs conglomerates, versatile platforms)</p> <p>Audiences (audience segmentation, socio-economic groups and key demographics)</p>
Skills and Assessment	Introduction to media course Media Language Analysis of Unseen print media text	Component 1:A Applying knowledge to exam style question: Explore how media	Component 1:A and 1:B(NTTD only) Exam Practise: How does social context impact upon production (TMWTGG)?	Component 1:A Explain how social context impacts on the magazine industry.	Component 1:B Using the Uses and Gratifications theory explain why audiences play Fortnite.	Component 1:A And 1:B (The Sun only) How is Covid response management represented in The Guardian and the unseen text

		language is used to convey meaning?	Exam Practise: Using reference to the text explain why No Time to Die was given a 12/12A certificate?	How is ethnicity represented in PRIDE magazine and the unseen text?	How has The Archers use of technology impacted upon audience consumption?	
Educational Visit Opportunities	Sky Skills Studio Experience	Festival of the Creative and digital industries	BBFC Regulation Workshop			The Guardian newspaper workshop



Media Studies

Year 11

	Topic 1	Topic 2	Topic 3	Topic 4	Topic 5 and 6
Topic title	NEA	Crime Drama: Luther and The Sweeney	Music Video (Katy Perry / Bruno Mars and TLC)	Online Media Platforms (Katy Perry and Bruno Mars)	Revision for Component 1 and 2
Key questions	<p>Have you met the requirements of the brief? How have you chosen to represent members of your target audience? How have you chosen to use media language to convey meanings? How have you appealed to your target audience? Has your Statement of Aims set out your intentions in accordance with the brief?</p>	<p>How is the media product influenced by the context? How is gender and ethnicity represented? How is media language used to convey meanings? What is the effect of ownership and control? How is the media regulated? How are audiences reached?</p>	<p>How is the media product influenced by the context? How is media language used to convey meanings? How is gender and/or ethnicity represented? What is the effect of ownership and control? How is the media regulated? How are audiences reached?</p>	<p>How is the media product influenced by the context? What is the effect of ownership and control? How is the media regulated? How are audiences reached?</p>	<p>What can I remember from each module? What do I need to revisit? Am I attending GCSE media revision sessions? How will my marks from my NEA effect my final GCSE outcome?</p>
Key knowledge and concepts	<p>Media Language Representation Media Contexts Media Industries Audiences</p> <p>(Application of the entire theoretical framework studied in Year 10 applied to creation of own media product)</p>	<p>Media Language <i>(camera angles/shots/movement and editing techniques, diegetic and non-diegetic sound, conventions of crime drama)</i> Representation <i>(Ethnicity :The evolution of ethnic and gender representation on screen)</i> Media Contexts <i>(1970s vs 2010 – political representations, police, technology, broadcasting context, how does social context impact production)</i></p>	<p>Media Language <i>(music video conventions and subgenres, camera angles, shot type and movement, editing intertextuality)</i> Representation <i>(femininity, ethnicity, whitewashing, objectification of women, cultural diversity)</i> Media Contexts <i>(1990s vs 2025, racial diversity, cultural significance)</i></p>	<p>Media Contexts (media platforms, social media conventions) Media Industries (facebook, twitter, website, youtube, convergence) Audiences (uses and gratifications theory)</p>	<p>Media Language Representation Media Contexts Media Industries Audiences</p> <p>Revision of the entire theoretical framework studied in Year 10 for component 1 and component 2</p>

		<p>Media Industries (BBC vs ITV funding models, regulation, accessibility, merchandise, License Fee)</p> <p>Audiences (multi-platform, Uses and Grats theory, visceral/vicarious pleasures, viewing alters experience)</p>	<p>Media Industries (regulation of music video, synergy, convergence of music industry, director)</p> <p>Audiences (significance of the music video to audiences)</p>		
Skills and Assessment	<p>Component 3</p> <p>Produce written brief outlining aims and intentions of media product (10 marks), create product which meets the intentions of the brief (20 marks), creation of a product which successfully recreates the conventions of the form (30 marks)</p> <p>Total NEA =30% of GCSE</p>	<p>Component 2:A</p> <p>Watch the 3 minute extract and identify two camera shots that have been used and explore connotations.</p> <p>How does broadcasting context impact on production? Compare Luther and the Sweeney in your response.</p> <p>“Crime dramas don’t ever change” to what extent do you agree? Consider Luther and The Sweeney in your response.</p>	<p>Component 2:B</p> <p>“No matter when music videos have they never change: to what extent do you agree?”</p> <p>How is gender represented in Katy Perry’s Roar and Bruno Mars’ Uptown Funk?</p>	<p>Component 2:B</p> <p>How do music artists use websites to convey their star persona?</p> <p>How important is social media in making an artist more successful?</p>	<p>Component 1 and 2</p> <p>Exam paper 1 and 2 mock questions</p>
Educational Visit Opportunities		Warner Bros Harry Potter Studio	Festival of the Creative and Digital industries		