

GCSE Year 10 Media Studies Long Term Plan

Module	Unit	Key Skills/Objectives
1	<b>Marketing and Advertising</b>	<p>Exploration of the marketing used within the media industry (film, TV, music videos) and understand how they are used to influence consumers/audience. Comparison of products from contemporary media texts to texts from the past along with understanding of the BBFC in relation to film trailers and TV.</p> <p><b>Media Texts:</b> Quality Street ad, This Girl Can, Spectre poster</p> <p><b>Interim Assessment:</b> : Explore how This Girl Can uses the following elements... (wk 4)</p> <p><b>Final Assessment</b> Unseen analysis of print text compared with film poster(wk 7)</p>
2	<b>Newspapers</b>	<p>Analysis of newspapers as a whole and of front covers with focus on the current issues and affairs seen both in print and online. To be able to make comparisons of comparable media texts, exploring how these texts appeal or target audiences. Exploration of the representations and ideologies behind news and news stories.</p> <p><b>Media Texts:</b> The Guardian, The Sun</p> <p><b>Interim Assessment:</b> Written analysis of newspaper/write a letter to The Sun explaining... (wk 2)</p> <p><b>Final Assessment:</b> Compare the ways in which the Sun and the Guardian appeal to their target audiences</p>
3	<p><b>Video Games</b> (4 weeks)</p> <p><b>Television</b> (4 weeks)</p>	<p>Exploration of the growth of the video game industry and the growth of audiences. Understanding of the classification and rating system, looking at how it is used. Analysis of audiences, with focus on active and passive audiences and how video games could influence audiences.</p> <p><b>Media Texts:</b> Pokemon Go!</p> <p>Analysis of television sitcom or drama looking at codes and conventions, character types and mis-en-scene within the programme. Understanding of the effects on audiences and why audiences may choose to watch.</p> <p><b>Media Texts:</b> Luther, The Sweeney or Kimmy Schmidt, Friends</p> <p><b>Interim Assessment:</b> Explain why (wk 4)</p> <p><b>Final Assessment:</b> Mock exam</p>
4	<b>Component 3 (Coursework) 7 weeks</b>	<p>Creation of media products based a set brief that need to meet the specific needs of the product and target the audience detailed. A statement of aims (project proposal) is also needed.</p> <p><b>Briefs to be released by Exam Board March/April 2018</b></p>

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5	<b>Revision of Key Concepts – Mock Exam</b>	<p><b>Interim Assessment:</b> Marking of Component 3 Coursework (wk 6)</p> <p><b>Final Assessment:</b> Mock exam</p>
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Year 2

Module	Unit	Key Skills/Objectives
1	<b>Music Videos</b>	<p>Analysis of music videos on the representations seen within the music videos and how artists may use this to promote and market themselves. Exploration of the use of online media to help create artists as a brand.</p> <p><b>Media Texts:</b> Katy Perry, Taylor Swift, Bruno Mars, Michael Jackson, Duran Duran.</p> <p><b>Interim Assessment:</b> Why are websites important to the music industry? (wk 3)</p> <p><b>Final Assessment:</b> How do music videos reinforce gender stereotypes?</p>
2	<b>Radio</b>	<p>Exploration into radio looking at the evolution of radio over time and how it may incorporate the internet and online media. The use of scheduling and licensing by the industry. Exploration of audience responses referencing Used and Gratifications and Fandom.</p> <p><b>Media Texts:</b> The Archers</p> <p><b>Interim Assessment:</b> Mini-questions (page 10 of SAM)(wk 4)</p> <p><b>Final Assessment:</b> 12 mark question on Uses and Grats (wk7)</p>
3	<b>Component 3 (Coursework)</b> (6 weeks)	<p>Component 3 (Coursework) Creation of media products based a set brief that need to meet the specific needs of the product and target the audience detailed. A statement of aims (project proposal) is also needed.</p> <p><b>Briefs to be released by Exam Board March/April 2018</b></p> <p><b>Media Texts:</b> Previous texts studied</p>
4	<b>Revision</b>	<p>Revision of all key terms, concepts and texts in preparation for the exam. Exam skills and how to respond to the exam also covered.</p> <p><b>Media Texts:</b> All previous media texts</p> <p><b>Assessment:</b> Mock exams</p>
	<b>Exam</b>	Students will sit the exam.

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