

GCSE Year 9 Media Studies Long Term Plan

Module	Unit	Key Skills/Objectives
1	Introduction to Media Studies –What is media studies?	<p>Explore and understand key terms, ideas and concepts within media studies. Understand how to analyse media texts using appropriate key terms and vocabulary.</p> <p>Interim Assessment: Design/create a magazine front cover with annotations Final Assessment: Unseen analysis of print media text</p>
2	Marketing and Advertising	<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>Media Texts: Maleficent trailer/poster, Sleeping Beauty trailer/poster, Diet Coke advert (1990/today), Little Mix ‘Black Magic’ video</p> <p>Interim Assessment: How do the 2 Disney films reflect the time in which they were made? Final Assessment: Create a storyboard for an advert</p>
	Newspapers	<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. Exploration of key theories such as Moral Panics and Uses and Gratifications and how online news has affected audiences.</p> <p>Media Texts: Manchester Bombing front page, 9/11 front page (Sun vs Daily Mail)</p> <p>Interim Assessment: Design a tabloid newspaper covering a Moral Panic Final Assessment: Compare and explain how social context influences newspapers</p>
	Video Games	<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>Media Texts: Angry Birds, Call of Duty</p> <p>Interim Assessment: Write a Statement of Aims in relation to a brief Final Assessment: Mock Exam</p>
	GCSE Course: Magazines 7 weeks	<p>Exploration into the representations of gender and ethnicity exploring stereotypes. Understanding of the codes and conventions used within magazines how they are used to convey ideologies.</p> <p>Media Texts: GQ magazine, Pride magazine</p> <p>Interim Assessment: How is gender represented in Glamour</p>

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		magazine? (wk 4) Final Assessment: Comparative: Representations of men in GQ with... (wk 6)
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