

MEDIA STUDIES

YEAR 9	Term 1	Intro to media - analysing genres and their key conventions through various texts and clips.
	Term 2	Narrative: Characters. Key Text: Disturbia, focusing on the roles characters play in story and linking to Propp's character theory
	Term 3	Narrative: Structure. Key Text: Back to the Future. Focusing on how narratives communicate meaning through order. Analysis and comparison to Todorov's equilibrium theory and Strauss' Structuralism through binary opposition
	Term 4	Introduction to Media Language: How films communicate through camera, mise-en-scene, sound and editing to create meaning. Focus: Barthes Denotation/Connotations theory. Mise-en-scene - Key Text: Titanic - looking at the 7 elements of mise-en-scene and how they create meaning for the audience through their conventions.
	Term 5	Film Marketing unit. Intro to Photoshop via Guardians of the Galaxy tutorial. Learning the basic skills and tools of the programme. Making links to Blumler & Katz Gratifications theory.
YEAR 10	Term 1	Music Unit: Music Videos: The purpose of a music video, comparison of 2 key texts and analysis of media language and representation of artist
	Term 2	Music Unit: Music Magazine - Looking at media language and content in MOJO magazine. The language used and the target audience through 2 selected editions of the magazine. Radio: BBC Radio1 - case study unit on the radio station and its evolution in the digital age. How this attracts audiences
	Term 3	Film Industry: The Lego Movie: Focusing on all aspects of marketing and distribution of a film franchise. How films are produced, distributed and exhibited to audiences
	Term 4	NEA - Creating Media. Coursework planning and research in response to set brief (print)
	Term 5	NEA: Creating - practical response to coursework brief.
YEAR 11	Term 1	News Unit: Focusing on newspaper conventions and analysis of language and audience including media ownership. Key Text: The Observer.
	Term 2	News Unit & Theory: Digital news, social media and the inclusion of theorists such as Van Zoonen, Barthes, Strauss and Hall
	Term 3	TV Drama: Introduction of the medium - analysis of media language and context of two key texts The Avengers and Cuffs, focusing on institutional factors and funding.
	Term 4	Continuation of TV Drama unit - exam questions and responses. Revision - all exam units
	Term 5	Revision - all exam units
YEAR 12	Term 1	Intro to media & Advertising unit. Deconstruction of 3 adverts media language and how they persuade audiences
	Term 2	Music Videos: Analysis of Heaven and Burn the Witch music videos. How they promote the artists through direct/indirect presentation. Media language analysis and social/political contexts in which they were made
	Term 3	Magazines: The Big Issue. How the magazine constructs representations outside the commercial mainstream through satire, bias and intertextuality. Two covers analysed and a current social issue deconstructed in line with exam question
	Term 4	News: Newspapers and online social media news reporting. Key texts Daily Mail & The Guardian. Genres of newspaper, conventions, political bias and impact of ownership including all cross-media platforms.

	Term 5	NEA - Creating Media. Coursework planning and research in response to set brief (print)
YEAR 13	Term 1	NEA: Creating - practical response to coursework brief
	Term 2	Games Industry: Minecraft. Industry and audience case study focusing on the impact of technology in the gaming industry today at production, distribution, exhibition levels. Radio Industry: Case study on BBC Radio 1 The Breakfast Show. Main focus on how producers engage and target audiences through programming. Social and political context explored.
	Term 3	Film Industry: Disney as a conglomerate - The Jungle Book films compared and case studies built focusing on technology, ownership and changes in film production patterns over time.
	Term 4	TV Drama: Close analysis and comparison of two key texts: Stranger Things and The Killing. Media language analysis and deconstruction of representation, genre and contextual factors.
	Term 5	Revision - all exam units and media theory