



The Media Studies curriculum has been designed to enable students to build on analytical and theoretical work undertaken in Year 10. To apply theory learnt in Year 10 to their analysis of a range of new texts and further explore the relationships between text and audience and how they are created through media language.

<p>TERM 1: Component 2 Section B Music Promotion. Study of Music Videos and Online marketing platforms. <u>Discerning and Intentional</u> STUDENTS MUST KNOW:</p> <ul style="list-style-type: none"> • How to deconstruct key images and use of micro features of Bad Blood, Taylor Swift and Intentions, Justin Bieber • The representations of both the artists and key societal groups constructed in these videos. • How to analyse the websites of these artists • The common/shared conventions of these artists' websites. • How to analyses the ways both artists use a range of social media platforms to construct their brand and control their image. • How to use appropriate media language to convey these key ideas. <p>HOW THIS WILL BE ASSESSED: Through extended essay style responses and exam questions and mini tasks in the exam style.</p>	<p>TERM 2: Component 1 Section A: Newspapers and Game websites <u>Discerning and Intentional</u> STUDENTS MUST KNOW:</p> <ul style="list-style-type: none"> • How to analyse and compare the ways media products construct and communicate meaning. • How to use relevant theories or theoretical perspectives and relevant subject specific terminology • How to respond through discursive writing to show K and U of media issues • How to construct and develop a sustained line of argument which is coherent, relevant, sustained and logically structured. • How to Analyse and evaluate representations of gender, ethnicity, sexuality and disability in key sequences • How to explore the contexts of the two newspapers and the impact this has on the content and editorial voice. <p>HOW THIS WILL BE ASSESSED: Through extended essay style responses and exam questions. As well as through creative design practical tasks.</p>	<p>TERM 3: Revision <u>Loving and Faith-filled</u> STUDENTS MUST KNOW:</p> <ul style="list-style-type: none"> • The key codes and conventions of all case study texts, both still and moving image. • Male Gaze theory, Uses and Gratifications theory, Propp's narrative theory and apply them to the relevant sections of the exam. • How to navigate the exam papers and manage time appropriately to succeed in a II sections. <p>HOW THIS WILL BE ASSESSED: Through exam style questions based on the style from past papers. Using case study text that have not yet appeared on the actual exam. Through knowledge based tests on key regulatory bodies.</p>
<p>TERM 1: Component 2 Section B Music Promotion. Study of Music Videos and Online marketing platforms. <u>Discerning and Intentional</u> STUDENTS MUST KNOW:</p> <ul style="list-style-type: none"> • How to analyses the ways both artists use a range of social media platforms to construct their brand and control their image. • How to use appropriate media language to convey these key ideas. • How to deconstruct key images and use of micro features in Waterfalls, TLC. • The representations of the artists and key societal groups constructed in this video. <p>HOW THIS WILL BE ASSESSED: Through extended essay style responses and exam questions and mini tasks in the exam style.</p>	<p>TERM 2: Component 2 Section A Revision: TV genre Crime Drama Luther and The Sweeney <u>Discerning and Intentional</u> STUDENTS MUST KNOW:</p> <ul style="list-style-type: none"> • The key study areas that will be examined in each section of how to use relevant theories or theoretical perspectives and relevant subject specific terminology • How to respond through discursive writing to show K and U of media issues • How to construct and develop a sustained line of argument which is coherent, relevant, sustained and logically structured. <p>HOW THIS WILL BE ASSESSED: Through extended essay style responses and exam questions. As well as through creative design practical tasks.</p>	

Embedding this knowledge can be supported at home through engagement with a range of additional media texts in by watching a selection of crime dramas and the reading of media studies specific magazines, journals and websites and using YouTube as a resource to supplement the theoretical and analytical discussions provoked.