

Media Studies GCSE at CFS

Course outline 2018-20 (exam board: OCR)

Year 10	
Temperance 1	<p>Induction Unit – introduction to theoretical framework and key skills. [3 weeks] Students will be introduced to the range of forms, products and platforms that constitute “the media”, and the four key concepts: media codes, audience, representation and industry. They will also be introduced to the core skills of image analysis and use of technical media vocabulary. The aim of this Induction Unit is to build students’ confidence in examining and discussing a range of media texts, both contemporary and historical.</p> <p>Component 01, Section B: Promoting Media (film, advertising & video games) [3 weeks] Set products: <i>The Lego Movie</i>, its promotional poster campaign, UK TV trailer and video game. We will study how promotional materials (posters and trailer) for a film are designed, produced and consumed, along with the issues of representation (eg use of stereotypes). Baseline assessment: photography to demonstrate camera shots and angles, with commentary.</p>
Temperance 2	<p>Component 01, Section B: Promoting Media (film, advertising & video games) [6 weeks] Set products: <i>The Lego Movie</i>, its promotional poster campaign, UK TV trailer and video game.</p> <p>Students will learn about the film industry, via the set product of <i>The Lego Movie</i>, which illustrates ‘tent-pole film production’. They will investigate how a global studio, Warner Bros, releases a film in a specific national territory, as well as the questions of ownership and purpose.</p> <p>This component of the course also looks at <i>The Lego Movie</i> as an example of successful vertical integration, whereby a video game links directly to the release of the film. We will look at how these products are targeted at specific audiences, and the changing audience responses over time. Assessment: research, plan and draft a marketing campaign for a new film</p>
Christmas	
Justice 1	<p>Component 02, Section A: Music (radio & music videos) [5 weeks] In-depth study of the following set products:</p> <ul style="list-style-type: none"> • <i>Radio 1 Live Lounge</i> – exploration of a full episode, featuring an interview with a British artist; role of the BBC in public service broadcasting; audience identification and segmentation, as well as uses & gratifications theory. • <i>Wheatus ‘Teenage Dirtbag’</i> and <i>Avril Lavigne ‘Sk8ter Boi’</i> – we will study how these videos use media codes & conventions, and the complex issues of representations of place, people, gender and social (non-)conformity. <p>Assessment: exam style questions relating to Component topics studied</p>
Justice 2	<p>Component 02, Section A: Music (magazines) [3 weeks] In-depth study of the set product <i>Mojo Magazine</i>. As well as understanding the codes & conventions of magazine design, we will explore issues of audience, industry and representation. +</p> <p>Component 03, Non-Exam Assessment (NEA - practical coursework) [3 weeks] Introduction to the NEA briefs, initial ideas, research into audience, analysis of similar products. Assessment: magazine cover photography / website graphics, applying EBI from T1.</p>
Easter holiday	
Courage 1	<p>Component 03, Non-Exam Assessment (NEA - practical coursework) [6 weeks] Research and planning, including pitch, layout designs. Begin production – photography, design, copywriting, page layout, desk top publishing, etc. Assessment: Submit the Statement of Aims (formal part of the NEA).</p>
Courage 2	<p>MOCK EXAMS: exam style questions relating to Component topics studied [Two weeks] Component 03, NEA [3 weeks, but with various timetabled disruptions including work experience] Production continued – construction, editing or re-draft as necessary. Assessment: Submit the final media product (formal part of the GCSE).</p>

Year 11	
Temperance 1	<p>Component 01, Section A: Television (TV drama) [6 weeks]</p> <p>In-depth study of the following set products:</p> <ul style="list-style-type: none"> • <i>Cuffs</i>, BBC1, series 1, episode 1 – this police drama serves as a case study of mainstream TV drama. We will apply the whole theoretical framework to it, and practise analysing an unseen extract. • <i>The Avengers</i>, ITV, series 4, episode 1 – this 1960s TV series will be studied in light of its social, cultural and historical contexts. <p>Assessment: exam style questions relating to Component 01, Section A</p>
Temperance 2	<p>Component 01, Section A: Television (TV drama) [4 weeks]</p> <p>In-depth study of the set products as above.</p> <p>+</p> <p>Revision in preparation for mock exams [1 week]</p> <ul style="list-style-type: none"> • Component 01, Section B: Promoting Media <p>MOCK EXAMS: exam style questions relating to Component topics studied [Two weeks]</p>
Christmas	
Justice 1	<p>Component 02, Section B: News (newspapers, websites and social media) [6 weeks]</p> <p>In-depth study of the following set products:</p> <ul style="list-style-type: none"> • <i>The Observer</i> 2019 (complete edition) • <i>The Observer</i> 1966 / 1968 (front pages) • <i>The Observer / Guardian</i> website and social media
Justice 2	<p>Component 02, Section A: Music (magazines) [3 weeks]</p> <p>Completion of the in-depth study of the set product <i>Mojo Magazine</i>.</p> <p>Assessment: exam style questions, applying the EBI from T2</p> <p>Component 03, Non-Exam Assessment (practical coursework) [3 weeks]</p> <p>Finalise as necessary for submission.</p>
Easter holiday	
Courage 1	<p>Revision preparation for final exams.</p> <p>Component 01: Television & Promoting Media</p> <p>Component 02: Music & News</p>
Courage 2	Final GCSE exams