

## Media Studies GCSE (exam board: OCR)

### Long Term Plan of Studies for Year 10 2020-21

Year 10	
<b>Temperance 1</b> <i>Weeks 1-7</i>	<p><b>Induction Unit – introduction to theoretical framework and key skills.</b></p> <p>Students will be introduced to the range of forms, products and platforms that constitute “the media”, and how to work with the four key concepts: media language, audience, representation and industry. They will also learn the core skills of image analysis. The aim of this Induction Unit is to build students’ confidence in examining and discussing a range of media texts, using contemporary products and issues such as newspaper bias, or problematic film marketing.</p> <p><b>Baseline assessment:</b> <a href="#">photography &amp; newspaper layout task, with evaluative commentary.</a></p>
<b>Oct half term</b>	
<b>Temperance 2</b> <i>Weeks 8-14</i>	<p><b>Component 01, Section B: Promoting Media</b> (film, advertising &amp; video games)</p> <p>Set products: <i>The Lego Movie</i>, its promotional poster campaign, UK TV trailer and video game. Students will learn about the film industry, via the set product of <i>The Lego Movie</i>, which illustrates ‘tent-pole film production’ and models successful vertical integration. We will explore how products are targeted at specific audiences, and the changing audience responses. We will also study the issues of representation (eg use of stereotypes).</p> <p>Creative response will be to research, plan and draft a marketing campaign for a new film, showing awareness of vertical integration and development of creative skills necessary for the NEA.</p> <p><b>Assessment:</b> <a href="#">analysis of one of the set products + creative skills project</a></p>
<b>Christmas</b>	
<b>Justice 1</b> <i>Weeks 1-6</i>	<p><b>Component 02, Section A: Music</b> (magazines)</p> <p>In-depth study of the set product <i>Mojo Magazine</i>. As well as understanding the codes &amp; conventions of magazine design, we will explore issues of audience, industry and representation. Students will explore a wide range of other music magazines to develop confidence in comparing the media language and representations in them.</p> <p><b>Assessment:</b> <a href="#">magazine cover photography &amp; layout, applying EBI from T1.</a></p>
<b>Feb half term</b>	
<b>Justice 2</b> <i>Weeks 7-10</i>	<p><b>Component 02, Section A: Music</b> (music videos &amp; radio)</p> <p>In-depth study of the following set products:</p> <ul style="list-style-type: none"> <li>• <i>Wheatus ‘Teenage Dirtbag’</i> and <i>Avril Lavigne ‘Sk8ter Boi’</i> – we will study how these videos use media codes &amp; conventions, and the complex issues of representations of place, people, gender and social (non-)conformity.</li> <li>• <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 &amp; gratifications theory.</li> </ul> <p><b>Assessment:</b> <a href="#">exam style questions relating to Component topics studied</a></p>
<i>Weeks 11-12</i>	<p><b>Component 03, Non-Exam Assessment</b> (NEA - practical coursework)</p> <p>Introduction to the NEA briefs, initial ideas, research into audience, analysis of similar products.</p>
<b>Easter</b>	
<b>Courage 1</b> <i>Weeks 1-6</i>	<p><b>Component 03, Non-Exam Assessment</b> (NEA - practical coursework)</p> <p>Research and planning, including pitch, initial layouts or design ideas. Begin production – photography, design, copywriting, study of typical representations in the chosen form, etc. NB ‘Film in a Day’ practical event on Friday 23 April.</p> <p><b>Assessment:</b> <a href="#">Submit a draft of the Statement of Aims (formal part of the NEA).</a></p>
<b>May half term</b>	
<b>Courage 2</b> <i>Weeks 7-8</i> <i>Weeks 9-12</i>	<p><b>MOCK EXAMS:</b> <a href="#">exam style paper on Component topics studied [w/c 7 June &amp; 14 June]</a></p> <p><b>Component 03, NEA</b> [NB various timetabled disruptions including work experience]</p> <p>Production of NEA, continued – construction, filming, editing or re-draft as necessary.</p>

