

Media Studies Long Term Plan Year 10

Temperance Term

W/C	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	HALF TERM
Topic	Induction Unit – introduction to Media Studies, the theoretical framework and key skills							
Core	Understand what we mean by the mass media	Denotative and connotative analysis	Theoretical Framework – LIAR	Representations & stereotypes	Audience	Camerawork and symbolic representations - practical core skills	Advert production – for a specified audience	
Challenge	Develop a sophisticated level of understanding	Develop a sophisticated level of analysis	Develop a sophisticated level of understanding	Apply the concepts to a wide range of media texts	Develop a sophisticated level of understanding	Show originality and innovation	Develop a fully rounded and convincing campaign.	
Assessment		Advertisement analysis labelling connotative and Denotative levels of meaning					Baseline assessment - camerawork analysis & production	

W/C	Week 8	Week 9	Week 10	Week 11	Week 12	Week 13	CHRISTMAS
Topic	Component 01, Section B: Promoting Media (film, advertising & video games) <u>Set products: <i>The Lego Movie</i></u> , its promotional poster campaign, UK TV trailer and the video game.						
Core	Watch The Lego Movie and analyse the media language used in key scenes as well as the promotional posters	Research film industry and understand movie marketing.	Explore how film products are targeted at specific audiences, with particular focus on the TV promotional trailer.	Study the issues of representation in marketing (eg use of stereotypes and semiotic codes).	Explain the role of the Lego Movie Video Game in the marketing mix.	Creative response will be to research, plan and draft a marketing campaign for a new product, showing awareness of audience, and begin to develop creative skills necessary for the NEA.	
Challenge	Develop a sophisticated level of understanding	Present with confidence.	Apply the 'Uses & Gratifications' Theory of audience response.	Develop a sophisticated level of analysis	Develop a sophisticated level of analysis	Develop a fully rounded and convincing campaign.	
Assessment				Analysis of one of the set products (trailer or posters)		Exam practise Promoting Media open book	

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Justice Term

W/C	Week 14	Week 15	Week 16	Week 17	Week 18	Week 19	HALF TERM
Topic	Component 02, Section A: Music (music videos & radio)						
Core	In-depth study of the following <u>set products</u> : <ul style="list-style-type: none"> <i>Wheatus 'Teenage Dirtbag'</i> and <i>Avril Lavigne 'Sk8ter Boi'</i> – we will study how these videos use media language codes & conventions, and apply the complex issues of representations of place, people, gender and social (non-)conformity. 			In-depth study of the following <u>set products</u> : <ul style="list-style-type: none"> <i>Radio 1 Live Lounge</i> – exploration of a full episode, featuring an interview with a British artist; understand the role of the BBC in public service broadcasting and the responsibilities of its PSB license; audience identification and segmentation, as well as uses & gratifications theory. 			
Challenge							
Assessment	Extended project, to design an original music video in order to develop NEA planning, production & evaluation skills						

W/C	Week 20	Week 21	Week 22	Week 23	Week 24	Week 25	EASTER
Topic	Component 02, Section A: Music (main focus on music magazines)					Preparation for the NEA	
Core	In-depth study of the <u>set product <i>Mojo Magazine</i></u> , with comparison against other music industry magazines. As well as understanding the codes & conventions of magazine design, we will explore issues of audience, industry and representation. Students will explore a wide range of other genre music magazines to develop confidence in comparing the media language and representations in them.					Develop initial ideas for the first NEA project	
Challenge	Identify a variety of different music genres.	Audience demographic and psychological profiling.	Exploring genre codes and conventions in music magazines.				
Assessment	Exam style questions, recall – focus on music videos – 4 marks			Exam style questions, such as comparison of media lang used on 2 covers	Exam Practise – music paper open book		

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Courage Term

W/C	Week 26	Week 27	Week 28	Week 29	Week 30	Week 31	HALF TERM
Topic	Component 03, Non-Exam Assessment (NEA - practical coursework, worth 30% of the final grade)						
Core	Research and planning, including pitch, initial layouts or design ideas, market research into audience, and analysis of similar products. Begin production – photography, filming, aesthetic design, copywriting, study of typical representations in the chosen form, etc.						
Challenge	Researching the industry surrounding individual NEA projects.		Genre choices explored through audience research and marketing ideas.		Storyboarding – beginning of production planning		
Assessment	Google Doc Slides - work book designed to contain NEA research.				First draft of Statement of Intent.	Research Project and Production planning presentation.	

W/C	Week 32	Week 33	Week 34	Week 35	Week 36	Week 37	SUMMER
Topic	Component 03, Non-Exam Assessment – <i>continued as above</i>						
Core	Planning and production of NEA, continued – construction, filming, editing, graphic design, layout, etc. Also revision and exam technique preparation for the end of year exams.						
Challenge	Practical lessons for magazine and music videos.	Practical lessons for magazine and music videos	Practical lessons for magazine and music videos	Practical lessons for magazine and music videos			
Assessment	End of year exams. Exam style questions.						