

EDUQAS GCSE MEDIA STUDIES

Curriculum Plan - Overview

The rationale of GCSE Media Studies is to introduce students to a wide range of concepts and contexts within one of the most influential and largest growing industries globally. Students learn to become critical readers of the media, able to analyse and interpret bias, representation and as a result be able to make informed judgements about what they are 'sold'. They develop analytical and creative skills. Using the coursework element to showcase their own ability to create realistic and 'industry-ready' products.

Assessment Opportunities

Each topic involves mid term and end of topic assessments. Throughout the course, student complete ongoing blending learning activities for homework including practice creative briefs and work to review and consolidate knowledge.

ASSESSMENT OBJECTIVES

A01

Demonstrate knowledge and understanding of:

- Theoretical framework of media (Media Language, Representation, Institution, Audience)
- Contexts of media (Social, historical and political)

A02

Analyse media products using frameworks and context, making judgements and drawing conclusions.

A03

Create media products for intended audience (applying A01)

	A01	A02	A03	Total
Component 1	20%	20%	-	40%
Component 2	10%	20%	-	30%
Component 3	-	-	30%	30%
	30%	40%	30%	100%

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Exam assessments

Component 1 1 hour and 30 mins

Section	Question	Content	Framework	AOs	Marks
A	1	<i>Advertising/ marketing/ news/ magazine SET</i>	Media Language	A02	15
	2a		Representation and context	A01	5
	2b		Representation	A02	25
B	3	<i>Video games/ radio/ news/ film SET</i>	Industry/ Audience	A01	17
	4		Audience/context	A01	18

Component 2 1 hour and 30 mins

Section	Question	Content	Framework	AOs	Marks
A	1	<i>Extract TV Crime Drama SET</i>	Media Language/ Representation	A02	20
	2		Context (Industry/Audience)	A01 Context	10
B	3	<i>Music video extract SET</i>	Media Language/ Representation	A02 judge	20
	4		Institution/ Audience/context	A01	10

Component 3 12 weeks

Respond to given brief.

A03	Marks
Statement of aims	10
Product meeting brief	20
Product using media language to communicate	30

Key Concepts are as follows:

- Media Language
- Industry
- Representation
- Audience

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	Week	Year 10	Year 11
Autumn 1	1	Intro to Theoretical framework/ baseline advertising	Induction – revision of Year One, introduction to Year Two work Component One Section B: <u>Radio Industry & The Archers</u> (BBC, PSB); sense of evolving media product/ baseline
	2	Component One Section A: <u>Advertising & Marketing</u> : Intro & analysis: Quality Street	Component One Section B: Radio Industry & The Archers (BBC, PSB); sense of evolving media product
	3	Analysis: This Girl Can	Audience & The Archers: target audience, global audience, responses, fandom
	4	Comparative analysis with other products	Audience & The Archers: target audience, global audience, responses, fandom – ASSESSMENT – end of unit?
	5	Practical application - plan/draft an advert	Component Two Section B: Music video & online media : overview of topic & music industry
	6	<u>Film marketing</u> : analysis of Bond posters	Analysis of contemporary video 1 (Taylor Swift) – ML & rep (gender)
	7	Film marketing: analysis of Bond posters + end of unit EXAM assessment	Contexts of contemporary music videos, audience response
Autumn 2	1	Magazine baseline Component One Section A: <u>Magazines Analysis</u> : GQ ML & reps gender & ethnicity	Analysis of contemporary video 2 (Bieber or Stormzy) – ML & rep (ethnicity) 2
	2	Analysis: Pride ML & reps gender & ethnicity	Analysis of older music video (TLC)
	3	Comparative analysis with other products	Comparison of older video with contemporary video; exam focus - media language & representation
	4	Comparative analysis with other products	Analysis of online, social and participatory media for Taylor Swift
	5	Component One Section B: <u>Film Industry & Spectre</u>	Industry and audience issues for Taylor Swift
	6	Component One Section B: Film Industry & Spectre	Analysis of online, social and participatory media for Bieber or Stormzy
	7	Film Audience & film marketing: Spectre poster Practical task – poster design and end of unit mag and spectre assessment	Industry and audience issues for Bieber or Stormzy - Exam focus – music: industry and audience MOCK EXAM

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Spring 1	1	Component Two Section A: TV genre (Crime Drama); introduction to genre	Component One Section B: <u>Video Games Introduction</u> & overview of Fortnite
	2	Analysis of full-length product (Luther or Unbreakable Kimmy Schmidt) – viewing/key codes	Industry & Fortnite
	3	Analysis of key sequences – specific elements of media language	Audience & Fortnite
	4	Analysis of representations – gender, ethnicity etc.	Component One Section A: <u>Newspapers</u> Introduction & overview
	5	Exploration of relevant contexts in relation to full-length product	Analysis: The Guardian ML & rep (issues, age, ethnicity)
	6	Exam focus – media language/representations. Practical task e.g. storyboarding a TV sequence	Analysis: The Sun ML & rep (issues) end of unit games assessment
Spring 2	1	Industry issues in relation to full length product	Comparative analysis with other products
	2	Audience issues in relation to full length product	Exam focus – newspapers (set product and comparison with
	3	Introduction to second product: view 10 minute sequence, comparison of ML & reps	Component One Section B: <u>Industry & The Sun</u> - ownership, context, political leaning etc
	4	Introduction to second product: view 10 minute sequence, comparison of ML & reps	Audience & The Sun – target audience, readership, responses
	5	Detailed comparison of products, linked to contexts, audience and industry	Exam focus – newspapers (set product and comparison with unseen
	6	End of unit assessments	Exam focus – newspapers (set product and comparison with unseen MOCK EXAM
Summer 1	1	Component 3 Introduction to briefs, initial ideas/research	Revision/ exam practice
	2	Research – analyse similar products. Refresher training on equipment/software	Revision/ exam practice
	3	Research – target audience, secondary research. Refresher training on equipment/software	Revision/ exam practice
	4	Research & Planning - Draft of initial ideas, pitch concept, treatment	Revision/ exam practice
	5	Planning - storyboarding, scripting, layout designs etc	Revision/ exam practice

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	6	Planning - shooting schedule, planning of resources, cast, crew etc. Submit Statement of Aim	Revision/ exam practice
Summer 2	1	Production – filming, photographing, constructing layout, copywriting etc.	
	2	Production – filming, photographing, constructing layout, copywriting etc.	
	3	Production – editing/constructing design	
	4	Production – editing/constructing design. Teacher review of full draft/rough cut	
	5	Production Re-shoot/re-drafting as necessary. Final editing/design/polish	
	6	Production Final editing/design/polish. Submission of media production	

Component 1 Section A Exploring Media and Representation 45 marks	
Component 1 Section B Exploring Media Industries and Audiences 30 marks	
Component 2 Section A TV Crime Drama 30 marks	
Component 2 Section B Music – Video and Online Media 30 marks	
Component 3 Creating Media Products	