

Year 10 GCSE Media Studies

Students will study a range of media forms in terms of a theoretical framework which consists of media language, media representation, media industries and audiences. Y10 will provide students with a strong grounding in the theoretical framework which will prepare them for the whole of the course. Students will focus on print media in the form of magazines as this is familiar to them and will also ensure they are well-prepared to produce their own media for an intended audience at the end of the first year. Students will draw upon knowledge gained in other subjects during Y7-9 such as analytical skills and inference in English and media creation in IT/Computer Science. The scheme of learning interleaves both components of the exam and ensures regular low stakes quizzing to help retrieval and long-term memory. As well as the set products, a range of media will be introduced to build cultural capital for the students. Short practical tasks take place each half term in the run up to the NEA to build relevant practical skills. Brain in Gears at the start of every lesson ensures prior learning needed for the lesson is secure.

Year 10 Curriculum	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Topic(s) Theoretical Frameworks Advertising and marketing Film industries Crime drama NEA production <i>Exam components shown in brackets</i>	What are the theoretical frameworks? How can I apply them to advertising and marketing (1A)?	What is the impact of film industries on film (1B)? How do editors create appeal in magazines (1A)?	What are the conventions of crime drama and how are these conveyed in Luther (2A)?	How does 1970's crime drama compare and contrast to Luther (2A)? How much can I recall from the AT1/2 (1A/1B)?	How can I apply my learning to researching and planning a piece of media production (NEA)?	How can I apply my learning to creating a piece of media production (NEA)?
Assessment <i>Ongoing low stakes testing will also underpin key assessments</i>	Theoretical: Analysis of an unseen advert (media language) Practical: Draft an advert	Theoretical: Comparison of an unseen text with one studied in class (media representation) Practical: Design a magazine front page for an intended audience	Theoretical: Analysis of section of 'Luther' (language and representation) Practical: Design a TV advert (print) for Luther	Theoretical: Question based on industries/audiences/context in crime drama. Practical: Design a homepage for fans of crime drama	Theoretical: Short assessment to analyse an unseen advert Practical: Planning and preparation for NEA including a statement of aims	Theoretical: Short assessment to analyse an unseen magazine Practical: Completion of the NEA for final submission

Independent Work

Weekly retrieval practice quizzes will be set throughout the course as well as further exploration of media forms to reinforce knowledge and understanding.