

# Media Studies Vision Statement

*'Of all our inventions for mass communication, pictures still speak the most universally understood language.'*  
Walt Disney

We aim to provide our pupils with the theoretical understanding and practical application to develop a broader, inquisitive mind and the production skills to thrive in an ever-changing growth industry. We encourage our pupils to question the validity of media texts, an essential skill in this growing age of misinformation.

Pupils will develop an understanding of media language, representation, audience appeal and institutional aspects of the media and use this to become creators of meaning themselves. The use of OneNote allows our pupils to take full ownership of their learning and for us to provide timely feedback on their written analysis.

Throughout the coursework element, we regularly review with the pupils to ensure they are reflecting on their product and its verisimilitude. Pupils are given the tools as they would be in the Media Industry to create and collaborate.

[Media Knowledge Organiser Overview](#)

[Department Overview](#)

## Overview Mid-Term Scheme of Work (Media Studies)

Week and Topic (Autumn Term 1)	Substantive & Disciplinary Learning points	Elements (retrieval, quiz) - KO numbers / starter task
1. <a href="#">Intro – Core Concepts Breakdown and Media Language</a>	Overview of the 4 key concepts (Media Language / Representation / Audience / Institution)	Forms ' <a href="#">Prior Understanding</a> ' Quiz  <a href="#">Starter Tasks for the year</a>  <a href="#">KO base copy</a>
2. <a href="#">Film Promotion – Media Language</a>	Conventions / Connotation + Denotation / Genre Intertextuality Narrative Theory (Propp)	Key concepts starter
3. <a href="#">Film Promotion - Audience</a>	Audience appeal and targeting Categorisation (Demographics) Hall's Reception Theory Blumler & Katz's Uses & Gratifications Theory	Connotations starter
4. <a href="#">Practical Photoshop – Film Poster</a>	Identifying Audience Conventions Intertextuality Layering / Selection Tools	KO – Blumler and Katz Blumler and Katz starter  <a href="#">HWK – Bond Poster Analysis</a>
5. <a href="#">Film Promotion - Representation</a>	Stereotypes Age / Gender / Race	
6. <a href="#">Website</a>	Social & Cultural / Political Male Gaze Theory - Mulvey	
7. <a href="#">Film Promotion - Context</a> Spectre v MWTGG posters	Social & Cultural / Political Historical	
8. <a href="#">Exam Practice – Spectre Question</a>	PEE (Point – Evidence – Explain)	<a href="#">HWK – Media Language Revision</a>

	Exam Technique	
9. <a href="#">BBFC</a>	Examining the age rating system and clarifying criteria for regulation.	
10. Feedback lessons.	Traffic Light Systems to show PEE.	

Week and Topic (Autumn Term 2)	Substantive & Disciplinary Learning	
1. <a href="#">Newspapers – Media Language</a> 2. Newspapers – <a href="#">Media Representation</a>	Annotating of Newspapers Intro to The Sun / The Guardian Use of images / text / lang. Political leanings and representations	
3. Newspapers – <a href="#">Media Industries / Context</a> 4. Newspapers – <a href="#">Audiences</a>	Newspapers Website / Paper synergy / News values Political / cultural bias view (Halls receptions theory)	<a href="#">HWK – Newspaper Politics</a>
5. Newspaper – Photoshop Practical ( <a href="#">Website</a> )	Identifying Audience Conventions Intertextuality	
6. Newspaper – Photoshop Practical ( <a href="#">newspaper Front Cover</a> )	Layering / Selection Tools	
7. Audience Profiling ( <a href="#">This Girl Can v Quality Street</a> )	Target Audience (Age, Gender, Social Grouping, Cultural Group, Race)	
8. Quality Street <a href="#">Exam Focus</a>	Gender related issues and answering to an unseen text	<a href="#">HWK – Media Language in Print Starter – 2. Quick Fire Quiz</a>
9. Marketing Campaign - <a href="#">Phone</a>	Conventions Photoshop layering – editing copy Layout	
10. The Archers <a href="#">Research Task</a> 11. The Archers <a href="#">Podcast Script</a>	Links to social contexts and engaging audiences.  Royal charter and remit. Demographic profiling.	
12. Magazine Analysis - <a href="#">Layout</a>	Conventions – image / coverlines / layout / colour Connotations Representations	HWK – <a href="#">GQ Magazine Video</a>
13. Magazine – <a href="#">Time Analysis</a>	Comparisons of ‘Unseen Text’ Layout Branding	HWK – <a href="#">Pride Magazine Video</a>

Week and Topic (Spring Term 1)	Substantive & Disciplinary Learning	
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1. Fortnite <a href="#">Target Audience</a>	Institutional Awareness Audience Appeal Layout of advertising Core Photoshop recap	Homework – <a href="#">Exam Papers (What to Expect)</a>
2. Fortnite <a href="#">Website and Online Promotion</a>		Homework – <a href="#">Media Theories Quiz</a>
EXAMS WEEK		<a href="#">Revision Overview</a>
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3. <a href="#">Mock Exam Review</a>		
4. Music Videos – Bruno Mars		
5. Music Videos –Taylor Swift		
6. Music Videos – <a href="#">Childish Gambino</a>	Goodwin’s Theory	
7. Music Videos - TLC		
8. Music Promotion (Creating Websites and Social Networking)		

Week and Topic (Spring Term 2)	Substantive & Disciplinary Learning	
1. Luther – Character Profiles		
2. Luther – Enigmas and Narrative		
3. Luther – Settings		
4. Mise en Scene		
5. Luther - Representation		
6. Sweeney - Social		
7. Luther v Sweeney		
8. <a href="#">Quick Fire Quiz</a>		HWK – <a href="#">Media Theories Quiz</a>

Week and Topic (Summer Term 1)	Substantive & Disciplinary Learning	
1. Coursework Planning Audience		
2. Coursework Planning - Research + Demographic		
3. Coursework Planning Layout		HWK – Images / footage for cwk
4. Coursework		HWK – Images / footage for cwk
5. Coursework		HWK – Images / footage for cwk
6. Coursework		HWK – Images / footage for cwk
7. Coursework		HWK – Images / footage for cwk
8. Coursework		HWK – Images / footage for cwk

Week and Topic (Summer Term 2)	Substantive & Disciplinary Learning	
9. Coursework		HWK – Images / footage for cwk
10. Coursework		HWK – Images / footage for cwk
11. Coursework		HWK – Images / footage for cwk
12. Coursework		HWK – Images / footage for cwk
13. Coursework		HWK – Images / footage for cwk
14. Coursework		HWK – Images / footage for cwk
Work Experience		
Work Experience		

## Half Term Overview

Media Studies – Intro Unit (Autumn Half Term 1 – Year 10)	
Prerequisite knowledge / skills	How we will know this has been learned
<ul style="list-style-type: none"> <li>• Basic Understanding of Photoshop – Opening files and saving</li> <li>• Some working understanding of OneNote – Opening tabs</li> <li>• Knowledge of some of the key texts (Advertising examples / Magazines / Newspapers / Computer Games / Moving Image)</li> <li>• Usage of PEE in extended answer questions.</li> </ul>	<p><b>Intro Knowledge Quiz?</b></p> <p>Through submitted work throughout the OneNote introduction.</p> <p>Feedback lesson on James Bond analysis question.</p> <p>Feedback on Photoshop work.</p>
Core new knowledge / skills to be learned	How we will know this has been learned
<ul style="list-style-type: none"> <li>• Photoshop – Layering / Clipping Text and Layout</li> <li>• Institutional understanding and regulation in film (BBFC)</li> <li>• Social / Cultural / Historical understanding of Bond examples</li> <li>• Audience profiling (demographics) in film promotion and how to understand representations of race / culture / gender and age.</li> <li>• How to identify conventions of media texts and the terminology to use.</li> </ul>	<p>Review of marketing mind maps and film posters – Photoshop work.</p> <p>Review of regulation work (BBFC – Ofcom)</p> <p>Bond essay response marking. HWK – <a href="#">Bond Poster Analysis</a>.</p>
Misconceptions to be addressed	How we will know pupils understand
<ul style="list-style-type: none"> <li>• Non usage of PEE to structure responses.</li> <li>• Lack of media language (Confusion of connotation and denotation).</li> <li>• Confusion of Blumler &amp; Katz / Todorov / Propp theories</li> </ul>	<p>Revision of practical Photoshop work in lesson.</p> <p>Marking of the mini exam responses in Spectre analysis 3a / 5(+Hwk) and 10.</p>
Future opportunities for retrieval / recall / transfer of knowledge / skills to long term memory that will take place	
<p>Second review of material in Year 11 with additional theories and more complex Media language introduced.</p> <p>Year 10 mock revision in the build-up to the mocks.</p> <p>During 'Take 5' revision starter activities present in every lesson.</p>	

## Magazines

Pride

GQ

Audience

Industries – IPSO / Publishers

Representation – Race / Gender / Age

Media Language – Conventions / Connotation of colour / Mode of Address

Context -

## Advertising

This Girl Can

Quality Street

Audience –

Media Language –

Representation –

Context -

## Newspapers

Sun

Guardian

Audience –

Media Language –

Representation -

Industries –  
Context -

### **Film Promotion**

Spectre  
Audience –  
Media Language –  
Representation -  
Industries –  
Context -

### **Radio**

Archers  
Industries  
Context  
Audience

### **Gaming**

Fortnite  
Industries –  
Audiences -

### **TV Crime Drama**

Luther  
Sweeney  
Audience –  
Media Language –  
Representation -  
Industries –  
Context -

### **Music Videos**

#### **Contemporary**

Taylor Swift – Bad Blood  
Bruno Mars – Uptown Funk

#### **Historical**

TLC Waterfalls  
Online Media (Bruno Mars + Taylor Swift – Website / Social Media)  
Audience –  
Media Language –  
Representation -  
Industries –  
Context -

Greater Understanding and context lessons – Using revision books and ‘Comparative texts’ to supplement core understanding. This will run alongside either Yr10 or 11 3<sup>rd</sup> lesson slot.