

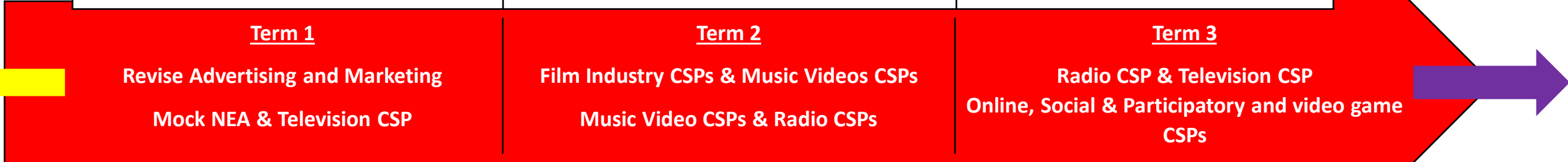
Sandbach School Media Studies Curriculum 2021-23: 'To infinity and beyond!'



Year 10 GCSE Media Studies Curriculum Sequence

Intent: To expose students to a wide array of media texts, allowing them to closely analyse media language, representation, audience, industry and media theories and then synthesise concepts for a variety of creative and analytical purposes.

<p>Advertising and Marketing feeds from:</p> <ul style="list-style-type: none"> Year 9 Introduction to the Advertising Industry Introduction to all four areas of the media framework TV Trailer analysis Animatic production project 	<p>Music Videos and Film Industry feeds from:</p> <ul style="list-style-type: none"> Year 9 Introduction to the Advertising Industry Year 10 Advertising and Marketing Introduction to all four areas of the media framework TV Trailer analysis 	<p>Television CSPs feeds from:</p> <ul style="list-style-type: none"> Year 10 Radio CSPs Year 9 work on BBC and Doctor Who
<p>Teaching Advertising and Marketing here supports:</p> <ul style="list-style-type: none"> Prep for GCSE exam through study of CSP Prep for Review 1 Supports Film Industry CSP → Supports Online, Social and Participatory CSP → 	<p>Teaching Music Videos and Film Industry here supports:</p> <ul style="list-style-type: none"> Prep for GCSE exam through study of multiple CSPs Prep for Review 2 Supports Radio CSP → 	<p>Teaching Television CSPs here supports:</p> <ul style="list-style-type: none"> Prep for GCSE exam through study of CSPs Prep for review 3 ← Radio CSP
<p>Why teach Advertising and Marketing?</p> <p>This unit spans a variety of platforms, looking at print as well as moving image advertisements. The links to theories, particularly audience theories and demographic/psychographic profiles and classifications, will help to embed key theories and give students the opportunity to apply theories to a wide range of texts. The focus for examination are media language and media representations.</p>	<p>Why teach Music Video and Film Industry CSPs?</p> <p>The industry side of media has an increasing relevance in today's broader media landscape. Seeing how changing audience habits, along with advances in technology, are impacting business structures, funding models and regulation of private and public media institutions. The focus for examination are media industries and media audiences.</p>	<p>Why teach Television CSPs?</p> <p>The television CSPs offers many opportunities for students to apply the theories studied across all four stands of the media framework. They will also have more opportunities to consider social and historical context of texts through this unit, which is a key skill in media and other subjects. This is an in-depth CSP so all four areas of the framework.</p>



<p>Why teach mock NEA?</p> <p>Media studies NEA piece of work worth 30% of students' GCSE grade. Students need to have the opportunity to practice a range of practical skills and also need a good understanding of the concept of a 'brief' and how that can be broken down. Television CSP offers many opportunities for students to apply theories studied across all four stands of the media framework. They will have opportunities to consider social and historical context of texts.</p>	<p>Why teach Radio CSP?</p> <p>The Radio unit is one where students have the opportunity to compare past and present. Being able to study the development of a platform and being able to draw links between this and how other, newer, technologies have developed will broaden their understanding of a variety of platforms under study. The focus for examination are media industries and media audiences.</p>	<p>Why teach Online, Social and Participatory and video games CSPs ?</p> <p>Online, Social and participatory media is a broad topic which allows students to see how changes in technology have created, not just new platforms, but new ways for media producers to communicate and interact with their audiences. A greater understanding of how social media works, who is using it and what it is being used for is vital for students to develop critical thinking skills. This is an in-depth CSP so all four areas of the framework.</p>
<p>Teaching mock NEA here supports:</p> <ul style="list-style-type: none"> Prep for 'live' NEA briefs in yr 11 (30% of final grade) Develops an understanding of what a 'brief' may entail in Y11 Developing time management skills vital to the successful completion of the live NEA brief in Y11 Prep for GCSE exam through study of CSPs Supports Magazine CSP (Year 11) → 	<p>Teaching Radio here supports:</p> <ul style="list-style-type: none"> Prep for GCSE exam through study of CSPs Prep for Review 2 ← Supports Television CSP → 	<p>Teaching Online, Social and Participatory and video games CSPs here supports:</p> <ul style="list-style-type: none"> Prep for GCSE exam through study of CSP Prep for review 3 ← Advertising and Marketing CSP
<p>Mock NEA feeds from:</p> <ul style="list-style-type: none"> Year 9 practical mini-projects Year 9 work on audience Year 9 work on media language Year 9 work on industry Year 9 work on representation Year 9 work on media theories 	<p>Radio CSP feeds from:</p> <ul style="list-style-type: none"> Music Video and Film Industry unit Year 9 work on the BBC as an institution 	<p>Online, Social and Participatory and video games CSPs feeds from:</p> <ul style="list-style-type: none"> Year 9 representation work Year 9 audience work Year 10 Advertising and Marketing