Media Studies (Eduqas)		Year 10 (2yr)		Course Outline and Assessments	
Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
What are we studying?					
Print Advertising This Girl Can Quality Street ☐	Radio The Archers ☐	Magazines GQ (Raheem Stirling) Vogue (Malala Yousafzai) ☐	Film Posters and Industry No Time To Die The Man With The Golden Gun ☐	Video Games Fortnite ☐	Completion of NEA (30%) Practice of PhotoPea skills. ☐
Why are we studying this? Why now?					
C1 PRINT SKILLS-BASED We develop a knowledge of print media conventions and terminology used in adverts. We analyse in detail the visual and technical codes of two advertisements, one modern and one from the 1950s. This analysis allows conclusions to be drawn as to how gender has changed over time. Representation - Comparison question	C1 CONTENT-BASED (RADIO INDUSTRY) We develop a knowledge of radio audiences, funding, regulation, genre and the BBC. We focus on The Archers, a long-running soap opera. We discuss reasons for its success, how it has changed over its years of production and how its website is used to appeal to an old and new audience. Audiences - Stepped question	C1 PRINT SKILLS-BASED (USING ANOTHER MEDIA FORM) We re-visit and further develop a knowledge of print media conventions and terminology, this time those used in magazines. This time, we analyse in detail the visual and technical codes of two magazine covers, in particular focusing on the ways in which they represent gender and ethnicity. Language – Analysis of images and language	C1 PRINT SKILLS-BASED (USING ANOTHER MEDIA FORM) AND CONTENT-BASED (FILM INDUSTRY) Again, we re-visit and further develop a knowledge of print media conventions and terminology, this time those used in film posters. This time, we analyse in detail the codes of two Bond film posters, one from the 1970s and the most recent one released. We consider how technology has improved their production, how the representation has changed over time and how they appeal to new and franchise audiences. We also develop a knowledge of the film industry, focusing our study on film stars, regulation, distribution, marketing, funding and technology. Industries – Stepped question	C1 CONTENT-BASED (VIDEO GAMES INDUSTRY) We develop our knowledge of genre, funding, marketing, regulation, convergence and the reasons why video games are so popular with their audience. In particular, we analyse the success of Fortnite with a younger audience. We consider how hype is built up before a new season and how it makes so much profit for Epic Games. Industries – Stepped question	C3 RESEARCH AND PRINT SKILLS-BASED (NEA) In this term, we complete our NEA. We produce a poster and a DVD cover for a new film of a particular genre. We complete content analysis and audience research to determine the typical features of film marketing and to identify a gap in the market. We write a blurb and billing block, and take eight photographs to create our own designs. During the NEA process, we write a statement of aims to explain our choices. NEA/Summer Exam C1

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