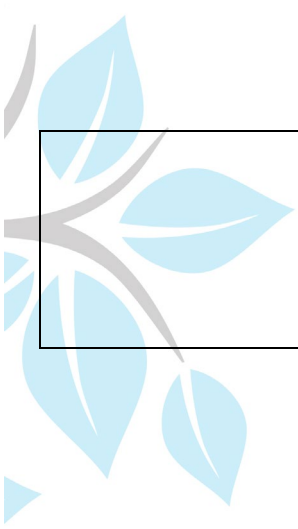


Media Studies (Eduqas)		Year 9 (3yr)		Course Outline and Assessments
Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1 and 2
What are we studying?				
<u>Introduction to Media</u> <input type="checkbox"/>	<u>Print Advertising</u> This Girl Can Quality Street <input type="checkbox"/>	<u>Radio</u> The Archers <input type="checkbox"/>	<u>Magazines</u> GQ (Raheem Stirling) Vogue (Malala Yousafzai) <i>Careers: Make Up Artist</i> <input type="checkbox"/>	<u>Film Posters and Industry</u> No Time To Die The Man With The Golden Gun <i>Careers: Camera Operator</i> <input type="checkbox"/>
Why are we studying this? Why now?				
INTRODUCTION We develop a knowledge of key concepts, terminology and theorists used in the subject. Key concepts include Language, Representation, Narrative, Audience and Industry. These underlying principles are referenced in each of the half-termly/termly topics. In-class assessment of extended writing pieces	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 visual and technical 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 of gender and ethnicity 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



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