



SUBJECT: Media GCSE

Media GCSE Key Stage 4 Curriculum

	Year 10		Year 11
HT 1	<p>Key Elements Film genre - Trailers & Films</p> <ul style="list-style-type: none"> • Genre • Denotation & Connotation • Narrative • Cinematography (camera shots) • Sound • Editing & Special effects • Mise en Scene • Representation/stereotypes • Hancock Poster analysis (action) • Application to Trailer & Film (Hancock) 	HT 1 C1/A C1/B	<p>Production Unit 30%</p> <ul style="list-style-type: none"> • Research • Planning • Product – Music Magazine • Evaluation
HT 2 C1/ A C1/ B	<p>Film Posters (Marketing)</p> <ul style="list-style-type: none"> • Decoding Action Film Posters – key elements, <u>media language & representation</u> • Analysis of The Man with the Golden Gun (1974) poster • Analysis of Spectre (2015) poster <p>Film Industries</p> <ul style="list-style-type: none"> • Analysis of Spectre Webpage • (Case Study (exam): Spectre (2015) www.007.com/spectre/) • Convergence & technologies • James Bond Franchise/film industry, funding, production • Audience Appeal/targeting 	HT 2 C1/B	<p>B: Video Games –Industry/Audiences</p> <ul style="list-style-type: none"> • Case Study (exam): Pokemon Go (2016) www.pokemon.com/uk/ • Home page & 2 selected additional pages • Characters • Narratives • Industry • Ownership, funding, regulation, production, distribution & technology <p>Audiences/users & appeal</p> <ul style="list-style-type: none"> • Audience targeting, mode of address, categorisation and use, as well as theoretical perspectives on audience. <p>Mock Exam Component 1 Section A: Film posters, Print adverts, magazine covers, Newspapers (2 of 4)</p>
HT 3 C1/ A	<p>Print Advertising</p> <ul style="list-style-type: none"> • Devices of persuasion • Media language key elements • Representation/ stereotyping • Gender function ranking • Detailed analysis of Quality 	HT 3 C1/B	<p>B: Radio - Industry/Audiences</p> <ul style="list-style-type: none"> • Case Study (exam): The Arches www.bbc.co.uk/programmes/b006qpgr • Ownership, funding, regulation, production, distribution & technology • Audience targeting, mode of address, categorisation

	<p>Street (1950's)</p> <ul style="list-style-type: none"> ● Analysis of This Girl Can (2015) ● Social, cultural & historical ● Messages, values & beliefs ● theoretical perspectives on gender representation, including feminist approaches ● Design an Advert using Photoshop for a magazine using conventions 		<p>and use, as well as theoretical perspectives on audience.</p> <ul style="list-style-type: none"> ● Audio key features & historical significance ● Changes/evolution in response to industry & audience ● Listen & Analyse an Episode of The Archers ● Analyse key features of The Arches website - Convergence & technologies ● funding, production ● Audience Appeal/targeting
HT 4 C1/ A	<p>Magazine Front Covers</p> <ul style="list-style-type: none"> ● Media language – codes & conventions ● Identifying key features ● Representation & gender stereotypes ● Audiences ● Media convergence and the decline of print ● Detailed analysis of Pride (Nov 2015) & GQ (July 2016) <p>Magazine pre-production planning</p> <ul style="list-style-type: none"> ● Layout plans; Fonts & Colours ● Drafts/sketches 	HT 4 C2/A	<p>C2/A: Television: Crime Drama</p> <p>Case Study: (Luther Series 1, Episode 1 (2010)</p> <ul style="list-style-type: none"> ● Media language (camera, sound, mise en scene, editing) ● Representation ● Gender, age and ethnicity ((including stereotypes) ● Media industries (BBC) key aspects of the broadcasting industry (public funding) ● Audiences (society & culture, demographics & appeal) <p>The Sweeney, Series 1, Episode 1 (1975) ITV (10 minute extract)</p> <ul style="list-style-type: none"> ● Media language (camera, sound, mise en scene, editing) ● Representation ● Gender, age and ethnicity ((including stereotypes) ● Media industries (BBC) key aspects of the broadcasting industry (public funding) ● Audiences (society & culture, demographics & appeal)
HT 5 C1/ A	<p>Magazine Production</p> <ul style="list-style-type: none"> ● Photoshop workshop (tools and special effects) ● Design cover using Photoshop including a full range of codes & conventions ● Include advert from previous HT ● Peer Feedback ● Amendments/upgrades <p>Evaluation (focus on media language & representation)</p>	HT 5 C2/B	<p>C2/B: B: Music – Music Video & Online Media</p> <p>(Historic) Michael Jackson, 'Black & White' (1991) www.youtube.com/watch?v=F2AitTP15U0</p> <p>(Contemporary) Katy Perry, 'Roar' (2013) www.youtube.com/watch?v=CevxZvSJLk8</p> <p>(Contemporary) Bruno Mars 'Uptown Funk' (2014) www.youtube.com/watch?v=OPf0YbXqDm0</p> <ul style="list-style-type: none"> ● Media Language (camera, sound, mise en scene & editing/special effects) ● Representation (including Stereotypes) ● Media industries ● Audiences <p>Online Media (websites of both contemporary artists) www.katperry.com/ www.brunomars.com/</p> <ul style="list-style-type: none"> ● Media Language; Representation; Media Industries; Audiences.

			<ul style="list-style-type: none"> • Social & Participatory media (Face Book; Twitter, YouTube etc) <p>End of Component 2 (30% of Overall GCSE grade)</p>
HT 6 C1/ A	<p>Newspapers – Front covers Media Language</p> <ul style="list-style-type: none"> • Historical ‘styles’: Broadsheets & Tabloids –Features/purposes • Key features • Types: Local, regional, National & International –print benefits • News Values & ‘5 W’s’ • Hard & Soft News (ranking) • Websites – Key features & purposes/benefits • Enews – social media & digital convergence • Semiotic analysis: Denotation & connotation (theoretical) • Genre, Values & Narrative, Intertextuality & meaning Adverts, funding & Regulation 	HT 6	<p>Revision:</p> <p>Component1 Section A:</p> <ul style="list-style-type: none"> • Media Language & representation • (film posters, print advertising, Magazine front covers, newspapers) <p>Component 1.</p> <ul style="list-style-type: none"> • Section B: Exploring Media industries & Audiences • Newspapers –The Sun: Radio – The Arches; Film – Spectre; Video Games – on Go <p>Component 2 Section A: Understanding Media Forms & Products</p> <ul style="list-style-type: none"> • Television Crime Drama • Luther & The Sweeney <p>Section B: Music: Music Video & Media</p> <ul style="list-style-type: none"> • Michael Jackson, ‘Black & White’ (1991) • Katy Perry, ‘Roar’ (2013) • Bruno Mars ‘Uptown Funk’ (2014) <p>Full Mock Exam</p>