

Media

KS4

Year 10		Year 11	
<p>HT1: C1 Section A – Advertising & Marketing: Pupils are exposed to media language and begin using it effectively in relation to the key elements of the course. Pupils draw upon analytical skills learned in English Literature and RE, allowing them to analyse a range of print media forms effectively. Stimulus materials, e.g. the 'Quality Street' advertisement, are supplied by the examination board.</p>	<p>HT2: C1 Sections A & B – Film Industry & Magazines: In this half term, pupils explore media industries and how they support different forms of media. Pupils study a specific film as stimulus, e.g. James Bond, 'Spectre'. Pupils extend the media language learning from HT1, looking at codes and conventions and theory in more detail. This is studied through magazines and, for example, representations of gender & ethnicity.</p>	<p>HT1: C1 Section B – Video Games: Pupils revisit skills and knowledge learned in Year 10 HT2, this time exploring a different media. Pupils examine video games, for example, 'Pokémon Go', and are expected to apply their understanding of audiences, marketing, identity and categorisation to this new media form.</p>	<p>HT2: C2 Section B – Music Video: Pupils studied this exam component in Year 10 HT3 & 4 through the study of crime drama. Pupils now revisit and consolidate this skill and knowledge to explore codes, conventions, intentions and media theories attached to a new media form. Pupils explore music video & online media, the music industry, media language and the representation of gender.</p>
<p>HT 3: C2 Section A – TV Genre: During this half term, pupils are introduced to the realms of television and how these are adapted to suit audiences. Through the study of one specific genre, such as crime drama, e.g. 'Luther', pupils examine sequences and full-length productions to evaluate the portrayal of cultural and political bias and explore strands of personal identity.</p>	<p>HT 4: C2 Section A – Context, Industry and Audience: Pupils apply their growing knowledge of television genre as they begin to explore other eras, visiting productions such as 'The Sweeney'. Pupils explore this type of media in more detail, comparing media language and representation.</p>	<p>HT 3: C2 Section B – Music Video: The pupils have already studied this component of the exam in Year 10 (HT3 & 4) through the study of crime drama. Pupils now revisit and consolidate this skill and knowledge to explore the codes, conventions, intentions and media theories attached to a new media form.</p>	<p>HT 4: C1 Section A & B – Radio & Newspapers: Pupils revisit learning from Year 11 HT1 and Year 10 HT1 & 2 to further strengthen their existing skills and knowledge. Pupils now apply their skills and knowledge to analyse radio & newspaper accurately, considering evolution of media products, target audience, global audiences, responses and fandom.</p>
<p>HT 5: C3 Coursework Task: In HT 5 & 6, pupils are introduced to a set brief and begin work on the coursework component. This component requires pupils to research, plan and execute the production of their own piece of media, drawing upon the skills and knowledge acquired so far. The brief, e.g. print-based magazine, is set by the examination board and changes each year.</p>	<p>HT 6: C3 Coursework Task: Having researched and planned their own media product during HT5, pupils now organise, format, edit and polish their independently produced media product.</p>	<p>HT 5: C1 Section B – Context, Industry & Audience: This half term builds upon the previous half term, as well as on Year 11 HT1 and Year 10 HT2. Pupils continue to apply their skills and knowledge to analyse this form of media accurately and in detail. Pupils will consider context, ownership, political bias, audience, readership and responses.</p>	<p>HT 6: Revisiting Key Learning / Exam Preparation: Pupils recap and consolidate learning from throughout the course. Past examination questions are practised to build confidence and skills in readiness for the terminal examinations.</p>

Notes

Click or tap here to enter text.