

Subject – Media Studies

	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
Year 10	<p>General introduction to subject.</p> <p>Introduction to Advertising – print and television adverts.</p> <p>Consider initial ideas on representation and audience.</p>	<p>Study of gender in images. Analysis of varied texts that shows the development of female representation in the advertising industry.</p> <p>1950s ‘little woman’ to 2010s positive role modelling.</p> <p>Analysis of Christmas ad campaigns.</p>	<p>Analysis of the role of celebrities in advertising.</p> <p>Building on prior knowledge and adding theory.</p> <p>Mock exam.</p>	<p>Introduce the concept of video game advertising and image deconstruction / player avatar appeal / narrative in first player games / introduce concept of intertextuality.</p> <p>Begin introduction to newspapers.</p>	<p>Continue newspapers and set analysis task of comparing a political story in two texts of differing political stances – how is the same news constructed for consumption differently for different audience ideologies?</p>	<p>Introduce audio-visual texts.</p> <p>Representation of gender and nationality in Gavin & Stacey.</p> <p>Representation of gender and analysis of narrative in a Hollywood blockbuster genre franchise superhero film (Wonderwoman).</p>
Year 11	<p>Refresh audio visual texts from Year 10.</p> <p>Apply theory – develop detailed set text understanding.</p>	<p>Controlled Assessment research of magazine industry.</p> <p>Select a magazine genre to analyse from the point of view of a teenage audience – select existing covers and deconstruct to reflect codes, concepts and methods of audience appeal.</p>	<p>Controlled assessment development – construction of mock up texts to suit own magazine concept.</p> <p>Recover image analysis of two set text adverts (Lancôme & Van Heusen Ties).</p> <p>Game study of game covers and poster marketing – introduction.</p>	<p>Complete Controlled Assessment Task with production of own magazine cover, contents and feature page all demonstrating an understanding of how to target a text at a teen audience.</p> <p>Game study of game covers and poster marketing – finish.</p>	<p>Magazine analysis and pop music videos:</p> <p>Revise how music stars use magazines, music videos and social media to create a brand identity.</p>	