

GSA Curriculum Map 2023-24: Media Studies

We aim to develop students of Media who:

- Widen their intellectual horizons through the study of global, national, historical and contemporary media texts;
- Develop independent, reflective, analytical, evaluative and practical skills in the study and creation of media texts;
- Enjoy a lifelong love of media texts and benefit from an enquiring mind when experiencing these texts.

Year 10

	Autumn 1 (HT1)	Autumn 2 (HT2)	Spring 1 (HT3)	Spring 2 (HT4)	Summer 1 (HT5)	Summer 2 (HT6)
Topic Covered	TV Crime Drama; The Avengers and Vigil (Paper 1)		Advertising and Marketing : The Lego Movie (Paper 1)	Non-examined Assessment - creation of pages from magazine or pages on a website		
Knowledge deepened	TV Industry. Historical context of 1960s and contemporary shows. Commercial and PSB TV. Role of BBC and its PSB remit. Audience demographics. Economic context and regulation.		Film and Gaming Industry. Ownership models, funding, production processes, Contextual knowledge of contemporary society. Regulation.	Layout and design of magazines or websites. Appropriate photography for texts. Font choices made by professional companies. Understanding of Photoshop/ Google Sites.		
Skills developed	Textual analysis of TV Drama Application of industry and audience issues to analysis of texts		Textual analysis of posters, trailers, ad breaks. Understanding of industry, audience interpretations	Application of media language and representation study Practical skills in photography and graphic design		
Links to National Curriculum or Specification	Learners will engage with one in-depth study covering contemporary and historic television products, responding to questions covering the whole of the theoretical framework and a range of media contexts.		Learners will study media products from the same global conglomerate producer illustrating the media forms of film, advertising and marketing, and video games.	Learners will create media products through applying knowledge and understanding of media language and media representations from the theoretical framework to express and communicate meaning to an intended audience.		
Flagship Link						

Cross Curriculum Connections	Music Year 10 Term 1, MUSIC FOR STAGE & SCREEN		Photography Year 10 HT5 & 6 Advertising, Consumerism and the Digital World – Part A
Resources to support learning	https://sites.google.com/george-spencer.notts.sch.uk/gcse-media-studies/tv-crime-drama	https://sites.google.com/george-spencer.notts.sch.uk/gcse-media-studies/lego	https://sites.google.com/george-spencer.notts.sch.uk/gcse-media-studies/nea-websites

Year 12 (Vertical class with year 13 in 2023-24)

	Autumn 1 (HT1)	Autumn 2 (HT2)	Spring 1 (HT3)	Spring 2 (HT4)	Summer 1 (HT5)	Summer 2 (HT6)
Topic Covered	News	1.News 2.Evolving Media	Evolving Media	Non-examined assessment		
Knowledge Deepened	NEWS Media Language terminology for print/online. Contextual knowledge of contemporary society. Industry - ownership, funding, regulation Audience demographics and means of attraction. Set theories/ theorists	NEWS - see half term 1 EVOLVING MEDIA Radio - Understanding the position of Radio 1 in the Radio Industry. Differences between PSB and commercial radio. Regulation. Audience demographics and targeting. Film - Understanding of the contemporary film industry. Ownership and regulation. Marketing and targeting of audiences. Technology and convergence. Gaming - Global gaming industry. Production, distribution and circulation. Targeting an audience.		Retrieval and application of prior knowledge, conventions of production texts.		
Skills developed	NEWS Textual analysis of print texts. Use of appropriate terminology and developing connotative analysis.	NEWS - See half term 1 EVOLVING MEDIA Application of knowledge to set texts.		Application of understanding of issues regarding representation and media language Camera, sound, editing skills in creation of own cross-media product		
Links to National Specification	NEWS Two linked in-depth studies that focus on contemporary news in the UK, requiring learners to explore how and why newspapers and	NEWS - See half term 1 EVOLVING MEDIA Requires learners to consider how and why media products are constructed across different media forms to reach and address a number of audiences.		Demonstrate sophisticated practical skills by providing opportunities for creative media production.		

	their online counterparts are evolving as media products and the relationship between both online and offline news.		
Flagship Link			
Cross Curriculum Connections	English Language (Paper 1) - news article analysis of language and representations		
Resources to support learning	https://sites.google.com/george-spencer.notts.sch.uk/gsa-media-studies/a-level/paper-1/news	https://sites.google.com/george-spencer.notts.sch.uk/gsa-media-studies/a-level/paper-2	https://sites.google.com/george-spencer.notts.sch.uk/gsa-media-studies/a-level/nea

Year 13 (vertical class with year 12 in 2023-24)

	Autumn 1 (HT1)	Autumn 2 (HT2)	Spring 1 (HT3)	Spring 2 (HT4)	Summer 1 (HT5)	Summer 2 (HT6)
Topic Covered	News	1.News 2.Media Industries and Audience	Evolving Media	Revision		Exams
Knowledge Deepened	NEWS Media Language terminology for print/online. Contextual knowledge of contemporary society. Industry - ownership, funding, regulation Audience demographics and means of attraction. Set theories/ theorists	NEWS - see half term 1 EVOLVING MEDIA Radio - Understanding the position of Radio 1 in the Radio Industry. Differences between PSB and commercial radio. Regulation. Audience demographics and targeting. Film - Understanding of the contemporary film industry. Ownership and regulation. Marketing and targeting of audiences. Technology and convergence. Gaming - Global gaming industry. Production, distribution and circulation. Targeting an audience.		Retrieval of prior knowledge		
Skills developed	NEWS Textual analysis of print	NEWS - See half term 1 EVOLVING MEDIA		Development of essay writing skills,		

	texts. Use of appropriate terminology and developing connotative analysis.	Application of knowledge to set texts. Structuring essays, topic sentences and paragraph starters	consolidation of knowledge and understanding, revisiting set texts, effective revision techniques	
Links to National Specification	NEWS Two linked in-depth studies that focus on contemporary news in the UK, requiring learners to explore how and why newspapers and their online counterparts are evolving as media products and the relationship between both online and offline news.	NEWS - See half term 1 EVOLVING MEDIA Requires learners to consider how and why media products are constructed across different media forms to reach and address a number of audiences.		
Flagship Link				
Cross Curriculum Connections	English Language (Paper 1) - news article analysis of language and representations			
Resources to support learning	https://sites.google.com/george-spencer.notts.sch.uk/gsa-media-studies/a-level/paper-1/news	https://sites.google.com/george-spencer.notts.sch.uk/gsa-media-studies/a-level/paper-2	https://sites.google.com/george-spencer.notts.sch.uk/gsa-media-studies/a-level	