

Year 10 Media Studies

Term One

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Media Language	Theoretical Perspectives and Representations	Contexts	Media Forms	Quality Street	
Introduction to the course: overview of specification, assessment objectives, key components and expectations Explore visual codes: understanding how meaning is created through imagery, colour, composition, layout and symbolism Explore technical and language codes: introduction to technical elements (camera work, editing, sound, mise-en-scène) and media language terminology used to construct meaning	Genre and narrative: exploration of media genres, conventions and codes; understanding narrative structures and how meaning is constructed across media texts Characters and representations: analysis of how characters are constructed and presented; how representation is shaped through media language and context Stereotypes, gender and theoretical perspectives: examination of stereotypes in media; representation of gender; introduction to key media theories and critical perspectives used to analyse media texts	Historical, social, political and cultural factors influencing media production, content and reception; understanding how context shapes meaning and representation across media texts	Advertising and marketing; film; music videos; social media; newspapers; radio; television; video games — overview of key media industries and platforms, including conventions, audiences, and purposes of each form	Analysis of print advertising, focusing on construction of meaning through visual and linguistic codes Discursive writing: exploration of argument and viewpoint-based writing, including structure, tone and rhetorical techniques Feminist theories: application of feminist media theory to analyse representation, power and gender in media texts Contexts: consideration of historical, social, political and cultural influences shaping media production, content and audience reception	

Term Two

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
NHS 111			Vogue and GQ		
Analysis of non-commercial advertising and public information campaigns, focusing on purpose, audience and messaging Analysis of advertising campaigns: exploration of how campaigns are constructed across multiple texts and platforms Media language: study of how meaning is created through visual, technical and linguistic codes in advertising Representations: analysis of how people, issues and ideas are portrayed and constructed within media texts Comparing unseen texts: developing comparative analysis skills across unfamiliar media texts, identifying similarities and differences in meaning, purpose and context			Analysis of media language used to construct meaning across print and digital platforms Brand identity: exploration of how media brands create, maintain and evolve identity to appeal to target audiences Contexts: consideration of historical, social, political and cultural influences shaping production and reception Representation: analysis of how gender, identity and lifestyle are constructed and presented within fashion media Discursive writing: development of structured, argument-led writing exploring viewpoints using evidence and media examples		

Term Three					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
The Man with the Golden Gun and No Time to Die					
Analysis of James Bond marketing across different eras, focusing on how campaigns construct appeal and target audiences James Bond franchise: exploration of long-running franchise conventions, branding, audience expectations and continuity across films Media language: analysis of how meaning is created through film language, posters, trailers, website design and promotional materials Representation: examination of how gender, nationality, power and identity are constructed within the Bond franchise Industry: study of film production, distribution, ownership and the role of major studios in shaping the franchise Regulation: consideration of classification, censorship and regulatory bodies affecting content and marketing (e.g. age ratings and standards) Website: analysis of official franchise or film websites as convergent media texts used for promotion, branding and audience engagement					
Term Four					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
The Sun and The Guardian					
Understanding newspapers as a media form, including ownership, purpose and audience Labelling newspaper features: identifying and analysing key conventions of print newspapers (headlines, straplines, images, captions, mastheads, layout and typography) Contexts of newspaper production: understanding historical, social and political contexts shaping news content and editorial perspective British politics: developing knowledge of key political ideas, parties and issues relevant to newspaper coverage and bias Target audiences: exploring how newspapers construct and address specific readerships through language, content and representation Representations: linking knowledge of representation to set front covers, analysing how people, events and issues are constructed differently across newspapers					

Term Five					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Desert Island Discs			Fortnite		
Development of knowledge of the BBC as a public service broadcaster and its remit BBC Radio 4 and the history of radio: exploration of radio as a media form, including evolution, formats and audience reach Talk radio: study of talk radio conventions, structure, presentation style and audience engagement Target audience: analysis of audience demographics, needs and how content is tailored to specific listener groups History of Desert Island Discs: understanding the programme’s origins, evolution and enduring appeal within UK media Uses and Gratifications theory: application of audience theory to explain why people consume radio content Discursive writing: development of structured, argument-led responses using evidence and media examples Website: analysis of the programme’s website as a convergent platform for archiving, promotion and audience interaction			Understanding the context of Epic Games and the development of Fortnite as a global video game franchise Target audiences: analysis of the game’s appeal to diverse demographics and how different audience groups are engaged Vast audience appeal: exploration of the factors contributing to Fortnite’s widespread popularity and cultural reach Regulation: consideration of content regulation, age ratings and safeguarding within online gaming environments Ownership: study of Epic Games’ ownership structure and its influence on production, distribution and monetisation strategies Technological convergence: exploration of how Fortnite integrates multiple media forms (gaming, streaming, social interaction, live events) Funding model: analysis of monetisation strategies including in-game purchases, microtransactions and battle passes Website analysis: evaluation of official game websites as promotional and informational platforms supporting engagement and branding		
Term Six					
Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
Revision of Component 1 and Research of Component 3					
Revision of all completed elements (Component 1): consolidation and review of all studied media forms, theories, set products and key concepts in preparation for assessment Coursework preparation (Component 3): introduction to researching and developing ideas that meet the coursework brief, ensuring relevance to audience, purpose and media conventions Idea development: exploration of initial concepts for coursework production, including planning, experimentation and creative direction Research skills: gathering and analysing suitable media examples to inform and support coursework decisions Linking theory and practice: applying knowledge from Component 1 (media language, representation, audience and industry) to coursework planning and creative outcomes Independent planning: developing skills in selecting, refining and justifying ideas in preparation for Year 11 coursework start					