



A Guide to the Curriculum at Key Stage 4 (Years 10 & 11)

Media Studies

The GCSE Media Studies course aims to advance skills which students have developed in KS3 English. Students will have the opportunity to analyse, create and evaluate a range of Media texts.

Units

Unit 1: 'Introduction Unit-World of Advertisement'

Students will be introduced to the key concepts and Media terminology that they will need for the course. This will be learnt through a unit of work focusing on the genre of sports advertisements. Once students have analysed a range of advertisements, they will learn to use image editing software ('Photoshop') to create their own print advertisement for sports clothing.

Unit 2: 'Packaging of DVDs'

For the first Controlled Assessment, students will explore how institutions interest target audiences through DVD packaging before choosing a specific genre of their choice. After choosing a genre, they will be expected to analyse two different DVD covers from this genre before creating their own, using image editing software ('Photoshop').

Unit 3: 'Promotion of Gaming'

During this second Controlled Assessment, students will explore how institutions target audiences through TV advertisement, print advertisement, webpages and reviews to promote a range of computer games. Students will then have the opportunity to choose a game of their choice, to explore how it has been marketed across TV and print media. Once students have analysed existing promotional material, they will then have the opportunity to create their own print advert and storyboard, for a game that they have created.

Unit 4: 'Print Media'

The final Controlled Assessment allows students to explore the world of print magazines. They research a chosen genre, considering how institutions appeal to a target audience, how techniques are used to engage and what the audiences' expectations are. They create the front cover and three pages from the magazine using image editing software and evaluate the effectiveness of this.

Unit 5: 'Promotion of Music'

A unit that allows students the opportunity to focus on the promotion of music through music video. Students will explore a range of different music videos, including narrative, performance and concept before creating their own stop frame animation music video and moving image music video.

Unit 6: 'Examination Unit'

Students will be given a brief, four weeks before the exam. Students will be expected to analyse and create a media text during the one hour 15 minute exam. Each year the exam unit changes: for 2018, students will be expected to explore TV Dramas.



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Grouping

Students are taught in mixed ability classes.

Assessment

Formative assessment is an on-going process within the department and includes teacher comments as well as peer and self-assessment. Dialogue marking encourages formal responses between students and teachers, providing opportunities for very detailed targets/suggestions for improvement. Students will sit two trial exams during the course (one in Year 10 and one in Year 11) this will help to prepare them for the final 1 hour 15 minute exam at the end of the course.

Independent Reading

Students will have regular access to The Library, enabling them to read good quality fiction/non-fiction of their choice, which will support their understanding of the world around them.

Support, Strategies and Interventions for students (SEN, Most Able, Students not making Expected Progress)

- Students are taught and encouraged to use the thesauruses and dictionaries readily available in the classroom and are encouraged to purchase a pocket dictionary for their own use outside the classroom.
- All Year 10 students are provided with a glossary of terms that they will use in lessons.
- When books are marked, errors are highlighted and questions asked to stretch students' thinking. Time is then provided for students to make these corrections/improvements.
- After an initial assessment, students not making expected progress are mentored and given additional strategies in order to encourage further progress.

Useful Resources for Home

- It would be helpful for all students to have access to a dictionary/thesaurus to support homework and revision.
- It would also be helpful for all students to have access to the internet, in order to be able to research ideas/texts. Students are able to have access to the internet through Homework Club.

How to help your child in KS4 Media Studies:

- Encourage independent reading, including fiction and non-fiction (good quality newspapers and informative websites)
- Share ideas about the techniques used in the selected media texts we will explore in lesson and explore how ideas are appropriate to the modern world and appeal to a target audience.
- Encourage them to prepare thoroughly for all practice examination questions.

Glossary of terms

Representation	How objects, people and places are presented in the media
Audience	The group of people who consume the text. The targeted audience and the secondary audience
Institution	The company and money behind the text
Language	The words in the text
Ideology	The belief system
Narrative	The story the text is telling
Genre	The category that the text can be placed in