


<p>Year 9 Subject: Media Studies</p>	<p>Curriculum Intent: Using the curriculum, we intend to build creative, aspirational, and motivated learners who adapt to the everchanging technological world of media. We aim to aspire students to think critically and build awareness of the world around them using media platforms and theories. We value the importance of different representations in media and how it can affect the audience.</p> <p>Students will study the media in an academic context and apply the knowledge and understanding gained to the process of creating their own media productions. Students will widen their analysis of global and historical media. Students will develop critical and reflective thinking to encourage engagement in the critical debates surrounding contemporary media.</p> <p>Students will develop skills of critical thinking, decision making and analysis. They will develop an understanding of the dynamic and changing relationships between media forms, products, media industries and audiences. Students will also engage in practical activities and production of creative media products.</p>					
	<p>Term 1 <i>Introduction to Media Framework/ TV Genre</i></p>		<p>Term 2 <i>Film/Film distribution and marketing and Exam Revision</i></p>		<p>Term 3 <i>Exam Preparation and Young Reporter</i></p>	
<p>Topic Titles (in order of delivery)</p>	<p>Media Framework</p>	<p>Film Industry and Promotion</p>	<p>News: television, radio and online</p>	<p>Magazines</p>	<p>Exam preparation</p>	<p>Media Project. Marketing & Advertising OR Sherlock Study.</p>
<p>Key knowledge / Retrieval topics</p>	<ul style="list-style-type: none"> -Audience -Institution -Representation -Context -Case studies using different examples. 	<ul style="list-style-type: none"> -Film Promotion -Film distribution -Film marketing 	<ul style="list-style-type: none"> -Audience -Institution -Representation -Historical and social context -Case studies using The BBC young reporters, The BBC. -Newspaper layout and analysis. 	<p>Introduction to magazine:</p> <ul style="list-style-type: none"> • Mise-en-scene • Camera shot - types and angles, • Editing • Layout • Use of text and fonts • Colour • Representation and ideology of magazines 	<p>Media Language:</p> <ul style="list-style-type: none"> • Mise-en-scene • Camera shot - types and angles, • Editing • Layout • Use of text and fonts • Colour <p>-Representation, social groups.</p> <p>-Codes and -Conventions.</p> <p>-Signs and symbols.</p> <p>-Male Gaze Theory</p>	<p>Media Language:</p> <ul style="list-style-type: none"> • Mise-en-scene • Camera shot - types and angles, • Editing • Layout • Use of text and fonts • Colour <p>Representation:</p> <ul style="list-style-type: none"> • Representation – social groups: <p>Age, gender, sexuality, ethnicity, ability, disabilities.</p>

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Understanding / Sequence of delivery	<ul style="list-style-type: none"> - Understanding and analysis of plot - Understanding and analysis of character - Understanding of representation in TV Drama. - Understanding of context in TV. 	<ul style="list-style-type: none"> - Codes and conventions of theatrical film posters. - Understanding and analysis of the different ways to market. - Understanding and analysis of the industry as a whole. - Understanding of representation and media language used. 	<ul style="list-style-type: none"> - Codes and conventions of media language. - Understanding and analysis of different platforms of news. - Understanding and analysis of genuine/ fake news. 	<ul style="list-style-type: none"> - Codes and conventions of magazine - Media language and representation (ideology) - Comparison with other magazines - Intro to magazine front cover design 	<ul style="list-style-type: none"> - Revise codes and conventions - Revise media representation - Revise media language - Revise media theory 	<ul style="list-style-type: none"> - Intro into topic - Audience research - Initial ideas for project - Project mock ups
Assessment	CAT – Analysis of representation of stereotypes Focus: How does media subvert the stereotypes.	CAT – Analysis of film promotion using the Spiderman Films. Focus: Political, social, and cultural context that has been represented.	CAT – Use codes and conventions to delivery a sequence of news.	CAT – Use codes and conventions to create a front cover for a magazine.	PPE	CAT – produce a product/ advertisement or case study.