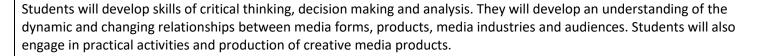
Year 9 Subject: Media Studies

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.

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.





Topic Titles (in order of delivery)	Introduction to N Fi	m 1 Media Framework Im rtising Advertising	News	r m 2 papers Industry Newspapers	Term 3 Exam Preparation TV Drama Magazines Magazines Crime Drama: Sherloo Study	
Key knowledge / Retrieval topics	 Audience Institution Representation Case studies using different examples. Film Promotion Film distribution Film marketing Film Language 	 Introduction to advertising. Advertising key terms Focus groups Researching Advertisement production John Lewis Christmas Campaign Design own advert using JL as model 	 Audience Institution Representation Historical and social context Case studies using The BBC young reporters, The BBC. Newspaper layout and analysis. 	Media Language: - Mise-en-scene - Camera shot -types and angles, - Editing - Layout - Use of text and fonts - Colour - Representation, social groups Codes and - Conventions Signs and symbols.	Introduction to magazine: - Mise-en-scene - Camera shot -types and angles, - Editing - Layout - Use of text and fonts - Colour - Representation and ideology of magazines	Media Language: - Mise-en-scene - Camera shot -types and angles, - Editing - Layout - Use of text and fonts - Colour Representation: - Representation – social groups: - Age, gender, sexuality,

	 Introduction to Media Studies. Denotation and connotation Signs and symbols Representation 	 Introduction into film. Film processes. Production and distribution. Regulation and classification. 	 Codes and conventions of media language. Understanding and analysis of different platforms of news. Understanding and 	 -Male Gaze Theory -Age, gender, sexuality, ethnicity, ability, disabilities. Intro to Newspapers Newspapers context Newspapers Representation in 	 Intro to magazine front cover design Codes and conventions of magazine Media language and representation 	ethnicity, ability, disabilities. - Understanding and analysis of plot - Understanding and analysis of character - Understanding of representation in TV Drama.
Understanding / Sequence of delivery	 Audience profiling Audience theory Defining audience 	 Codes and conventions of film posters. Analysing film posters. Codes and conventions of film trailers. 	analysis of genuine/ fake news.	Newspapers - Newspapers ideology	 (ideology) Comparison with other magazines Revise codes and conventions Revise media representation Revise media language Revise media theory 	- Understanding of context in TV.
Assessment	CAT 1: Knowledge retention quiz	CAT 1: Knowledge retention quiz.	CAT 1: Knowledge retention quiz.	CAT 1: Knowledge retrieval quiz.	PPE	CAT 1: Knowledge retrieval quiz. CAT 2:

How is the cha	racter How does the Fairy	Use codes and	Analyse the	Explore how the
of Bella repres	ented in advert subvert the	conventions to deliver	representation of	narrative is constructed
Twilight?	gender stereotypes?	a sequence of news.	musicians on the front	in the opening
			cover of Q Magazine.	sequences of Sherlock
CAT 2:	CAT 2:		CAT 2:	'The Hounds of the
		CAT 2:	Use codes and	Baskerville'.
How does The	Maze Knowledge retention		conventions to create	
Runner film us	e it's	Knowledge retention	a front cover for a	
trailer to appe	al to a Create an	quiz	magazine.	
teenage audie	nce? advertisement poster			
	that represents [].	Explore how the		
		representation of []		
		is portrayed.		