


<p><b>Year 9 Subject: Media Studies</b></p>	<p><b>Curriculum Intent:</b> 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><b>Term 1</b> <i>Introduction to Media Framework Film Advertising</i></p>		<p><b>Term 2</b> <i>Newspapers News Industry</i></p>		<p><b>Term 3</b> <i>Exam Preparation TV Drama Magazines</i></p>	
<p><b>Topic Titles (in order of delivery)</b></p>	<p>Theoretical Framework &amp; Introduction Film Industry &amp; Promotion</p>	<p>Advertising</p>	<p>News: TV News</p>	<p>Newspapers</p>	<p>Magazines Exam preparation</p>	<p>Crime Drama: Sherlock Study</p>
<p><b>Key knowledge / Retrieval topics</b></p>	<ul style="list-style-type: none"> <li>- Audience</li> <li>- Institution</li> <li>- Representation</li> <li>- Case studies using different examples.</li> <li>- Film Promotion</li> <li>- Film distribution</li> <li>- Film marketing</li> <li>- Film Language</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Introduction to advertising.</li> <li>- Advertising key terms</li> <li>- Focus groups</li> <li>- Researching</li> <li>- Advertisement production</li> <li>- John Lewis Christmas Campaign</li> <li>- Design own advert using JL as model</li> </ul>	<ul style="list-style-type: none"> <li>- Audience</li> <li>- Institution</li> <li>- Representation</li> <li>- Historical and social context</li> <li>- Case studies using The BBC young reporters, The BBC.</li> <li>- Newspaper layout and analysis.</li> </ul>	<p>Media Language:</p> <ul style="list-style-type: none"> <li>- Mise-en-scene</li> <li>- Camera shot -types and angles,</li> <li>- Editing</li> <li>- Layout</li> <li>- Use of text and fonts</li> <li>- Colour</li> <li>- Representation, social groups.</li> <li>- Codes and - Conventions.</li> <li>- Signs and symbols.</li> </ul>	<p>Introduction to magazine:</p> <ul style="list-style-type: none"> <li>- Mise-en-scene</li> <li>- Camera shot -types and angles,</li> <li>- Editing</li> <li>- Layout</li> <li>- Use of text and fonts</li> <li>- Colour</li> <li>- Representation and ideology of magazines</li> </ul>	<p>Media Language:</p> <ul style="list-style-type: none"> <li>- Mise-en-scene</li> <li>- Camera shot -types and angles,</li> <li>- Editing</li> <li>- Layout</li> <li>- Use of text and fonts</li> <li>- Colour</li> </ul> <p>Representation:</p> <ul style="list-style-type: none"> <li>- Representation – social groups:</li> <li>- Age, gender, sexuality,</li> </ul>

				-Male Gaze Theory -Age, gender, sexuality, ethnicity, ability, disabilities.		ethnicity, ability, disabilities.
<b>Understanding / Sequence of delivery</b>	<ul style="list-style-type: none"> <li>- Introduction to Media Studies.</li> <li>- Denotation and connotation</li> <li>- Signs and symbols</li> <li>- Representation</li> <li>- Audience profiling</li> <li>- Audience theory</li> <li>- Defining audience</li> </ul>	<ul style="list-style-type: none"> <li>- Introduction into film.</li> <li>- Film processes.</li> <li>- Production and distribution.</li> <li>- Regulation and classification.</li> <li>- Codes and conventions of film posters.</li> <li>- Analysing film posters.</li> <li>- Codes and conventions of film trailers.</li> <li>-</li> </ul>	<ul style="list-style-type: none"> <li>- Codes and conventions of media language.</li> <li>- Understanding and analysis of different platforms of news.</li> <li>- Understanding and analysis of genuine/ fake news.</li> </ul>	<ul style="list-style-type: none"> <li>- Intro to Newspapers</li> <li>- Newspapers context</li> <li>- Newspapers Language</li> <li>- Representation in Newspapers</li> <li>- Newspapers ideology</li> </ul>	<ul style="list-style-type: none"> <li>- Intro to magazine front cover design</li> <li>- Codes and conventions of magazine</li> <li>- Media language and representation (ideology)</li> <li>- Comparison with other magazines</li> <li>- Revise codes and conventions</li> <li>- Revise media representation</li> <li>- Revise media language</li> <li>- Revise media theory</li> </ul>	<ul style="list-style-type: none"> <li>- Understanding and analysis of plot</li> <li>- Understanding and analysis of character</li> <li>- Understanding of representation in TV Drama.</li> <li>- Understanding of context in TV.</li> </ul>
<b>Assessment</b>	<b>CAT 1:</b> Knowledge retention quiz	<b>CAT 1:</b> Knowledge retention quiz.	<b>CAT 1:</b> Knowledge retention quiz.	<b>CAT 1:</b> Knowledge retrieval quiz.	<b>PPE</b>	<b>CAT 1:</b> Knowledge retrieval quiz.  <b>CAT 2:</b>

	<p>How is the character of Bella represented in <i>Twilight</i>?</p> <p><b>CAT 2:</b></p> <p>How does The <i>Maze Runner</i> film use it's trailer to appeal to a teenage audience?</p>	<p>How does the Fairy advert subvert the gender stereotypes?</p> <p><b>CAT 2:</b></p> <p>Knowledge retention</p> <p>Create an advertisement poster that represents [...].</p>	<p>Use codes and conventions to deliver a sequence of news.</p> <p><b>CAT 2:</b></p> <p>Knowledge retention quiz</p> <p>Explore how the representation of [.....] is portrayed.</p>	<p>Analyse the representation of musicians on the front cover of Q Magazine.</p> <p><b>CAT 2:</b></p> <p>Use codes and conventions to create a front cover for a magazine.</p>		<p>Explore how the narrative is constructed in the opening sequences of Sherlock 'The Hounds of the Baskerville'.</p>
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