


Year 9: Media	Curriculum Intent: Students will study the theoretical framework and terminology within Media Studies. Students will explore advertising and how this is presented, they will consider target audience and create their own presentation in advertisement. Students will study newspapers and magazine covers, exploring codes and conventions, alongside ownership, political context, comparing different types of newspapers and magazines and designing their own front cover. Students will analyse music videos and TV dramas, considering target audience, advertisement, actors, presentation and how this is advertised on streaming accounts and websites, completing their end of year assessment on music videos.					
	Term 1 Introduction to Theoretical Framework and Terminology Advertising		Term 2 Newspapers Magazines		Term 3 Music Videos Exam Prep TV Drama	
Reading and Writing Focus Speaking and Listening Focus	Theoretical Framework: Question on Representation Advertising: Presentation in Advertisement		Newspaper: Create own newspaper front page design. Magazine: Representation on the magazine front cover.		Music Videos: How the singer is presented in the music video.	
Topic Titles (in order of delivery)	<ul style="list-style-type: none"> Welcome to Media Studies Denotation and connotation Representation Introduction to audience Categorising audiences Demographics Film language Mise-en-scene Institutions 	<ul style="list-style-type: none"> Intro to advertising Campaigns Key terms Target audience and research Banned adverts Analysing adverts Storyboarding Pitch examples Presentation 	<ul style="list-style-type: none"> Introduction to newspapers Embedding front page Broadsheet vs tabloid Context Language Representation Page design 	<ul style="list-style-type: none"> Magazine industry Representation and terminology Understanding of front covers Representation Diversification Magazine cover creation 	<ul style="list-style-type: none"> Introduction to music videos Song production process Star theory The evolution of music videos Intertextuality Concept videos 	<ul style="list-style-type: none"> Retention quiz Revision booklet
Vocabulary	Denotation, connotation, representation, audience,	Advertising, logos, campaign	Broadsheet, tabloid, context, language, representation	Magazines, representation, anchorage, house style, sell lines,	Song production, star theory, intertextuality, concept	

	demographics, mise-en-scene, institutions.			masthead, cover lines, cover image.		
Assessment	Theoretical Framework: Question on Representation	Advertising: Presentation in Advertisement	Newspaper: Create own newspaper front page design.	Magazine: Representation on the magazine front cover.	Music Videos: How the singer is presented in the music video.	