

Subject	Media Studies					
Year	Term 1		Term 2		Term 3	
10	<p>1a. Introduction to Media Studies Reestablishment to the fundamental key frameworks of:</p> <ul style="list-style-type: none"> • Media Language • Representation • Industry • Audience <p>Unit designed to establish secure foundation for future text study.</p>	<p>1b. Advertising and Marketing Students to develop subject specific terminology for advertising and marketing media forms.</p> <p>Students to apply narrative theories and media language with the latter a focus for assessment. Through print advertising students will also consider representation such as gender.</p>	<p>2a. Film Students will various media principles through varying James Bond texts.</p> <p>Students will consider focused analysis of various James Bond posters through the franchise's history.</p> <p>Application of unit specific terminology and theory focusing on media language.</p> <p>Students will also focus on film regulation, classification and industry ownership.</p>	<p>2b. Newspapers Students will begin study on 'The Sun' newspaper.</p> <p>Students will develop knowledge and understanding of The Sun as an evolving media product in terms of the relevant newspaper industry and audience issues it illustrates.</p> <p>Students will consider one complete print edition of The Sun chosen by the centre and selected key pages from The Sun website, including the homepage and at least one other page.</p>	<p>3a. Video Games Students will begin study on Fortnite considering fundamental ideas.</p> <p>Students will consider:</p> <ul style="list-style-type: none"> • Print • Media Convergence • Funding and Profit Models • Regulation and Classifications • Application of Theory <p>Students will focus on audience responses during assessment</p>	<p>3b. Non-Exam Assessment</p> <p>Demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> • the theoretical framework of media • contexts of media and their influence on media products and processes. <p>Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p> <p>Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.</p>