	Over 10)	Links to KS3		We do not teach Media Studies at KS3; however, many of the skills developed in KS3 English such as close analysis of language, persuausive writing, non-fiction reading of e.g. newspaper, magazine and online articles etc are further developed for those who choose Media GCSE as an option.							
Curriculum		Intent	Statement of Intent	The media has huge importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The Eduqas Media Studies GCSE allows learners to study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. Through their analysis of a range of set media products, learners have the opportunity to develop understanding of these key issues and the ability to debate important questions about the media, as well as creating their own products.							
			Timeline	Term 1 - 7 Weeks	Term 2 - 7 Weeks	Term 3 - 6 Weeks	Term 4 - 6 Weeks	Term 5 - 6 Weeks	Term 6 - 7 Weeks		
KS4 Media Studies Co		Implementation (Year 10)	Year 10 Overview	In Year 10, pupils are taught the majority of the Component 1 set products through the relevant concepts: Section A - Advertising, Magazines, Newspapers and Film Posters for Media Language, Representation and Context; Section B - Film Promotion, Video Games and Radio for Industry, Audience and Context. They also learn a range of media terminology and set theories and how to apply these to products. Finally they are introduced to the coursework unit to work on over the summer break.							
			sow	ADVERTISING, MAGAZINES + introducing media concepts: 10 weeks		FILM POSTERS, COMP 1B FILM INDUSTRY + introducing media theories: 10 weeks		COMPONENT 1B: INDUSTRIES AND AUDIENCE; + COMP 3 intro: 17 weeks			
			Assessment Type &	This introductory unit focuse Media Language and Repress develop skills of media literal studied print products, a 19 This Girl Can poster, emphas between context and meanir use key terminology; we therefore of representation, stereotyping. pupils also app learnt by producing their own	entation. pupils start to cy and analysis The 2 50s Quality St advert and a ise the essential link ng, pupils start to learn and n introduce the second key focusing on gender ly the conventions they have	prepare them for Componen pupils further develop their u representation through com	n. pupils learn the ers through the studied heir understanding of media anced through the practical hegazine cover; this also helps t 3, the coursework unit. Anderstanding of hearing the representations of hearing the work was a single covers.	PSB model of the BBC, The A context, online presence and programme. The final sectior and audience uses Fortnite a	standing and applying the y, learning about the ulation of the film industry, Bond franchise. Radio and the rchers and the history, I audience appeal of the n on video games industry s the studied product. In		

		Year 11 Overview	In Year 11, pupils complete the print and online - and finally o		Guardian and sun front pages, han 2.	and the Sun newsbrand in				
		sow	NEWSPAPERS: 10 weeks MUSIC VIDEOS / ONLINE: 8 weeks TV CRIME DRAMA: 9 weeks				Revision	Course Completed		
Studies Curriculum Overview	Implementation (Year 11)	Assessment Type & Unit Focus	unit, in the TV Crime Drama unit pupils apply all 4 key concepts to study a set episode of Luther, alongside an extract from The Sweeney to offer contextual contrast. They learn the conventions of the genre, analyse the media language of the set product, consider how characters and issues are represented, develop their understanding of the	range of contemporary musicians and music videos, alongside one older music video offering a contextual contrast. They use all 4 key concepts to analyse the set products; consider representations of gender / ethnicity; gain knowledge of the music industry; and learn how musicians are marketed to audiences especially through websites	be to give the pupils the opportunity to revisit the Component 1 studied products in response to class and individual needs, and to further hone the exam skills and approaches necessary for each question type. This includes application of all aspects of	studied products in response to class and individual needs, and to further hone the exam skills and approaches necessary for each question type. This includes application of all aspects of the key concepts, and revision and application of all relevant theories.	exams, students will continue to revise the content of the course with retrieval activities to recall information they have learnt over the two year and practice applying this to exam style questions. Students will be marking			
Stu		Topic Texts	8 Print products and factsheets; + Radio and Videogame products and factsheets; whole copy of The Sun; TV crime drama episodes and 2 x factsheets; Music Video factsheets.							
		Year Tracking	Y10 asst: terminology test	Y10 asst: texual analysis	Y10 asst: Media theories test	Y10 asst: Comp 3 mock	Y10 asst: comp 1 mock			
Media		Literacy and Numeracy links	Y11 asst: Comp 3 cwk	Y11 asst: Media theories test	Y11 asst: Comp 1 mock	Y11 asst: Comp 2 mock				
KS4 N	Impact	Skills and Links	Skills developed: analysis of images + language, selecting + using evidence, considering the imapact of context - links to English Lang and Lit, and Humanities. Awareness of representations and bias within media products - links to English and English Lit, Science / Humanities, later Politics and EPQ/ Higher Education research. Practical production skills and following the demands of a brief: links to all other visually / technologially creative subjects and activities. Following a brief demands higher level creative thinking of making choices, being select, being organised and directing a project, as well as considering the impact upon an audience.							
		•	pupils can progress to studying A level Media Studies which enhances analytical skills, critical thinking and production practice; it combines well with a range of creative, analytical and technical subjects. This could lead on to a media-related degree or an apprenticeship in a media-related field such as broadcasting, marketing or journalism.							
			Media Studies qualifications can lead into a wide range of careers which require media literacy, design skills and/or technological expertise such as: journalism, film industry, broadcasting, marketing, game design, photography, computer programming etc.							