

Nailsea School Curriculum Map – Media Studies

Year 10		Topic Title	Key Skills	Content
Year 10 2022		Topic Title	Key Skills	Content
	Term 1	Introduction	Deconstructing a text Applying basic theories Explaining audience effects	Introduction to the 4 areas of the theoretical framework: Language: semiotics, genre, narrative Representation: How gender/ethnicities/places are represented and the impact of this Audience: Uses + Gratifications, Stuart Hall's Reception Theory Industry: Regulation and production issues Intro to CSPs: OMO, Galaxy, etc
		JOJ: Film Industry	JOJ: Film Industry	Analysis of genre conventions of film posters Production of own film poster (practise NEA)
	Term 2	GBR: Online	Deconstructing online texts Applying key theories to online texts	Introduction to the Close Study Products – Marcus Rashford's website and social media. Who is Marcus Rashford and why are we studying him? Language and Representation analysis of his website and social media How does Rashford appeal and target his audience?
		JOJ: Film Industry	AO3: Production skills	Analysis of genre conventions of film posters Production of own film poster (practise NEA)
	Term 3	Online	Critically evaluating and sustaining lines of reasoning	Why should the internet be regulated? Online Safety Bill.
		Newspapers	Deconstructing newspapers Applying news values Explaining audience demographics/psychographics	How influential are newspapers in today's society? Study of two newspaper front pages and inside articles (CSPS) The Times The Daily Mirror Political alliances. How do the stories link to target audience? Ownership. Issues with print. News values.
		Advertising	Deconstructing a text Applying basic theories Explaining audience effects	OMO – 1950s context. Deconstructing print adverts. Representation of women Galaxy – nostalgia, 1950s Italy. Audrey Hepburn. Narrative in advert NHS represent – online campaign. Deconstruct – music video hybrid. Representation of BAME community
	Term 4	Video games	Deconstructing a text Applying basic theories Explaining audience effects	Industry and history Lara Croft Go - Overview of game, Representation of women, Female gamers Kim Kardashian Hollywood - Over view, Celebrity culture, Dangers of the game. Cultivation theory. #gamergate. Male gaze. How video games have changed.
	Term 5	Magazines	Deconstructing a text Applying basic theories Explaining audience effects	Tatler/Heat. How are the classes represented? Women in magazines – the issues. Male gaze. Cultivation theory.

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	Term 6	NEA	AO3 – Practical skills	Depends on board approved briefs
Year 11 2022		Topic Title	Key Skills	Content
	Term 1	Recap Y10 CSPs Sci-fiction TV	Deconstructing texts Applying theories Audience impact	Doctor Who, 1960s. Aims of the BBC. Genre conventions. Representations of women and teenagers. HDM, modern. BBC 1. How does the text appeal to teenage audience? Issues. Evolution of Sci-fi.
	Term 2	Online	Deconstructing texts Applying theories Audience impact Critically evaluating and sustaining lines of reasoning	Marcus Rashford online Who is Marcus Rashford and why are we studying him? Language and Representation analysis of his website and social media How does Rashford appeal and target his audience? Why should the internet be regulated? Online Safety Bill.
	Term 3	Music Video Radio	Deconstructing texts Applying theories Audience impact	Arctic Monkeys – p2p and my space influence. Why did this change music industry? Black Pink – Manufactured pop. Radio 1 launch – 1960s context. Apple 1 beats – rise of streaming services. Kiss – contemporary context. Rise of streaming services.
	Term 4	Film Industry Magazines	Comparison skills Analysis of marketing Deconstructing texts Applying theories Audience impact	Independent vs mainstream film making. Conglomerates and issues. Production processes Tatler/Heat. How are the classes represented? Women in magazines – the issues. Male gaze. Cultivation theory. Celebrity and social context.
	Term 5	Revision	Depth and detail in responses Contextual links	All exam texts
	Term 6			
		Topic Title	Key Skills	Content
Year 12 2022	Term 1	Introduction	Introduction to language, representation, audience and industry	Introduction to the 4 areas of the theoretical framework: Language: semiotics, genre, narrative Representation: How gender/ethnicities/places are represented and the impact of this Audience: Uses + Gratifications, Stuart Hall's Reception Theory Industry: Regulation and production issues
	Term 2	Online social media	All four key areas	The Voice – ethnicity, counter culture, hegemony, Gilroy Zendaya– industry, gender representation, opinion pieces, identities

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	Term 3	Magazines Video Games	Deconstructing covers Representation Audience Industry	GQ– gender representation (masculinity), issues with edition, hegemony The Gentlewoman – independent press, counter culture Evolution of video games, issues with video gaming, audience theories The Sims – postmodernism, Dyer's utopia, Baudrillard's post modernism, simulacra Horizon's Forbidden West
	Term 4	TV	All four areas	No Offence – gender representation, narrative, audience The Killing – global TV, representation
	Term 5	Newspapers	All for key areas, but especially industry.	Guardian– political leaning, comparison of story with DM The Daily Mail – political leaning, criticism, hegemony Ownership, control and regulation
	Term 6	NEA	Practical skills dependant on task chosen.	Practical skills
Year 13 2022		Topic Title	Key Skills	Content
	Term 1	Film Industry Newspapers	Application of industry theories Deconstructing texts Application of theories	Film Industry – marketing (inc guerrilla), constraints of independent film making. Debate on what makes a film a success. Debates over regulation and legislation. Decline in newspaper print industry. Regulation of print industry – evaluating regulation theories Study of one edition of The Daily Mail and online Study of one edition of The I and online
	Term 2	Online	Semiotic analysis of online texts Application of gender and ethnicity theories. Application of audience theories, inc. identity Application of industry theories including regulation Critical evaluative skills	Recent developments in technology The Voice: Context. Semiotic analysis. Audience knowledge and analysis. Representation of ethnicities. Teen Vogue: Content. Semiotic analysis. Audience knowledge and analysis. Representation of gender and ethnicities.
	Term 3	Advertising Radio	Semiotic analysis of two adverts Application of gender and ethnicities theories. Application of audience theories. Application of industry theories. Critique of passive theories.	Generic conventions of advertising. Score – gender representation, 1960s context Maybelline– gender representation, gender fluidity, ethnicity representation Radio in the modern world. War of the Worlds – context 1930s (Cold War), newspapers vs radio, cultivation theory Newsbeat– targeting audience, maintaining listeners

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	Term 4	Music videos	Semiotic analysis of music videos Application of representation theories including Gilroy	Common – ethnicity representation Ghost Town – culture representation. Context.
	Term 5	The Big Questions	Ability to debate and discuss. Counter-arguing, Critical responses Sustained logical line of reasoning.	All texts.
	Term 6	Exam		