

*“Media literacy is not just **important**, it’s absolutely critical. It’s going to make the difference between whether kids are a tool of the mass media or whether the mass media is a tool for kids to use”* **Linda Ellerbee**

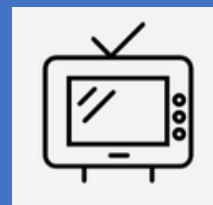
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Media Studies is a contemporary and interactive subject which is both creative and analytical; an engaging subject that aims to broaden minds. Students will cover all aspects of the media theoretical framework including media language, representations, industries and audiences. The Close Study Products (CSPs) provided by the exam boards, AQA (GCSE) and EDUQAS (A level), include a range of print and moving image texts that offer an in-depth understanding of how media represents the world through social, economic and historical contexts. Students are taught key concepts and new terminology. Being a theory-based subject, students are taught a range of theories that will be applied to the texts studied in relation to the theoretical framework in extended written responses.

Although the work *produced* is mainly print-based, students will also need to show they can analyse moving image texts such as Film and TV extracts, music videos, and TV advertisements.

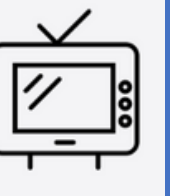


# Farmor's School Media Department



|         | Term 1   | Term 2  | Term 3  | Term 4  | Term 5   | Term 6   |
|---------|--|---|---|---|--|--|
| Year 10 | <b>Advertising and marketing</b><br><i>OMO washing powder poster (1950s), Galaxy Chocolate TV ad (date) and NHS Give Blood ad (Represent).</i> | <b>Magazines</b><br><i>Tatler front cover &amp; Heat front cover</i>  | <b>Film</b><br><i>Black Widow (2021) &amp; I, Daniel Blake (2016)</i>               | <b>Newspapers</b><br><i>The Daily Mirror and The Times from the same day.</i>         | <b>NEA</b> released in March<br><br>Normally a print brief.  | <b>Online Media</b><br><b>Marcus Rashford</b><br><i>Marcus Rashford Website &amp; Social Media</i> |
| Year 11 | <b>NEA released in March</b><br><br>Continued into Sept/Oct  | <b>Video games</b><br>Kim Kardashian; Hollywood - video game and Lara Croft Go (2015) Changing to Blackpink The Game - Video game for 2026 exam | <b>Radio</b><br>Radio 1 Launch show (1967) & Kiss Breakfast on KISS Radio (current) | <b>TV</b><br>Dr Who 'An Unearthly Child' S1 Ep1 and His Dark Materials (2020) S2, ep1 | <b>Music videos</b><br>Independent: Arctic Monkeys – I Bet You Look Good on the Dance Floor (2005) & Mainstream: Blackpink – How You Like That, (2020) | <b>Revision &amp; exam practice</b>  |

GCSE exam board: AQA



|         | Term 1  | Term 2  | Term 3   | Term 4  | Term 5  | Term 6  |
|---------|---|---|--|---|---|---|
| Year 12 | <b>Advertising Component 1</b><br><i>Tide washing powder poster (1950s), Kiss of the Vampire film poster (1960s) and Super.Human campaign (2020).</i> | <b>TV Component 2</b><br><i>Peaky Blinders (Series 1, Episode 1: 2013) &amp; The Bridge (Season 3, Episode 1: 2015)</i> | <b>Newspapers Component 1</b><br><i>The Daily Mirror and The Times (2022)</i>                                    | <b>Film Component 1</b><br><i>Black Panther (2018) &amp; I, Daniel Blake (2016)</i> | <b>Music Videos Component 1</b><br><i>Independent: Vance Joy (Riptide)</i><br><i>Mainstream: Beyonce (Formation 2016)</i> | <b>NEA Component 3</b><br>The students follow the set briefs each year which is based on Music Marketing for a particular audience. |
| Year 13 | <b>NEA Component 3</b><br>Continue with music videos and music magazines until mid-October  | <b>Magazines Component 2</b><br><i>Woman's Realm (1965) and Huck (2016) front covers &amp; selected pages</i>           | <b>Video Games &amp; O, S &amp; P Media Component 1 &amp;2</b><br><i>Assassin's Creed III: Liberation (2012)</i> | <b>Radio Component 2</b><br><i>Woman's Hour</i>                                     | <b>Revision &amp; Exam practice</b>   |   |

A level exam board: Eduqas