



## Media Studies

### Key Stage 4 Framework for Learning

Year 11 2016-2017: I am Creative, Successful and Happy

**Syllabus:**

AQA Media Studies GCSE (4810)

Autumn 1	
<b>Knowledge</b>	Controlled Assessment 1 Advertising and Marketing (see Yr9). Controlled Assessment 2 Promotion of Music (see Yr10). Controlled Assessment 3 Moving Image-Horror (see Yr10).
<b>Skills</b>	CA1 – Students to produce two analysis of print adverts used in marketing and advertising of a chosen fashion item. Students design and analyse their own advert.  CA2 – Analysis of the synergy two different media platforms promoting a band or artist. Students design two promotional platforms.  CA3 - Research, planning & presentation of a practical project. Evaluation (700-800 words).
<b>Assessment</b>	1. CA1. 2. CA2. 3. CA3.
<b>Reward &amp; enrichment</b>	There are always a number of external competitions that will be utilised as appropriate.
<b>Character</b>	Students will take the time to reflect on the work they have produced over the course so far. They will take responsibility to ensure that all of their course work is completed to the best of their ability and use motivation to stay focused.
Autumn 2	
<b>Knowledge</b>	Introduction to topic, exploring a brief history and development of TV Game Shows Exploration of social importance of these types of programmes. Looking at two theories - <i>Hierarchy of Needs</i> (Maslow) and <i>Gratification Theory</i> (Blumler and Katz). Exploring the target audience for game shows.
<b>Skills</b>	Skills of recall, selection and communication of knowledge and understanding of TV Game Shows and the contexts in which they are produced and consumed.  Students will research Institutions in relation to terrestrial channels (BBC 1, 2, ITV, CH4, CH5) and digital channels.  Development of exam skills, structuring answers.
<b>Assessment</b>	1. Research the history of game shows. 2. Create a timeline. 3. <b>Big Test.</b> Standardised written assessment based on a GCSE-style question
<b>Reward &amp; enrichment</b>	There are always a number of external competitions that will be utilised as appropriate.
<b>Character</b>	Students will tackle the new topic with curiosity. They will work with optimism, looking to prepare themselves for the GCSE exam.
Spring 1	
<b>Knowledge</b>	Exploration of the codes and conventions used in TV Game Shows – looking at format, hosts, studio design, opening/closing credits.
<b>Skills</b>	Skills of recall, selection and communication of knowledge and understanding of TV Game Shows and the contexts in which they are produced and consumed.  Development of exam skills, structuring answers.
<b>Assessment</b>	1. Written analysis of first game show. 2. Written Analysis of second game show. 3. Written comparison/contrasting of both shows.
<b>Reward &amp; enrichment</b>	There are always a number of external competitions that will be utilised as appropriate.
<b>Character</b>	Students will practice all the written skills they have developed over the course. They will rely on their resiliency to keep making progress.
Spring 2	
<b>Knowledge</b>	Exploration of how different groups in society are represented in TV Game Shows. Is there a bias? Is there a stereotype? Students will respond to a brief – to create a new game show specifically made for teenagers.



<b>Skills</b>	Skills of recall, selection and communication of knowledge and understanding of TV Game Shows and the contexts in which they are produced and consumed. Development of exam skills, structuring answers.
<b>Assessment</b>	<ol style="list-style-type: none"><li>1. Mind-map of successful game show hosts.</li><li>2. Written analysis of the role of social media on the development of game shows.</li><li>3. <b>Big Test.</b> Standardised written assessment based on a GCSE-style question.</li></ol>
<b>Reward &amp; enrichment</b>	There are always a number of external competitions that will be utilised as appropriate.
<b>Character</b>	Students will reflect on the information they have gathered and be creative in their responses.

## Summer 1

<b>Knowledge</b>	Based on AQA GCSE Media brief released in May 2017.
<b>Skills</b>	<b>Preliminary material, with topic-specific brief is released 4 weeks before the exam. Students will work independently, developing their ideas.</b>
<b>Assessment</b>	<b>Unit 1: <i>Investigating the Media.</i></b> Written Paper – 1 hour 30 mins – 60 marks – 40%.
<b>Reward &amp; enrichment</b>	There are always a number of external competitions that will be utilised as appropriate.
<b>Character</b>	Students will use their developed sense of motivation, to stay focused through the four weeks, to develop their response to the GCSE brief. They will be creative in their ideas.