



Media Studies


Key Stage 4 Framework for Learning

Year 11 201-2018: I am Creative, Successful and Happy

Syllabus:

AQA Media Studies GCSE (4810)






Autumn 1

Knowledge	Controlled Assessment 1 Advertising and Marketing (see Yr9). Controlled Assessment 2 Promotion of Music (see Yr10). Controlled Assessment 3 Moving Image-Horror (see Yr10).
Skills	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).
Assessment	1. CA1 completed, marked out of 15. 2. CA2 Completed, marked out of 30. 3. CA2 Completed, marked out of 45.
Cultural enrichment	There are always a number of external competitions that will be utilised as appropriate.
Character	 QoF – Optimism Students will work with optimism, looking to refine all coursework to provide themselves with a solid foundation for their GCSE exam.



Autumn 2

Knowledge	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.
Skills	Skills of recall, selection and communication of knowledge and understanding of Serial television dramas 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.
Assessment	1. Extended writing piece. Written assessment based on a GCSE-style question. 2. Extended writing piece. Written assessment based on a GCSE-style question. 3. Extended writing piece. Written assessment based on a GCSE-style question.
Cultural enrichment	There are always a number of external competitions that will be utilised as appropriate.



<p>Character</p>	 <p>QofS – Empathy Students will use their sense of empathy to understand the topics explored in serial dramas.</p>
<h2 style="background-color: #003366; color: white; padding: 5px;">Spring 1</h2>	
<p>Knowledge</p>	<p>Exploration of the codes and conventions used in Serial television dramas: looking at narrative structure, themes, style, and characters.</p>
<p>Skills</p>	<p>Skills of recall, selection and communication of knowledge and understanding of Serial television dramas and the contexts in which they are produced and consumed.</p> <p>Development of exam skills, structuring answers.</p>
<p>Assessment</p>	<p>1. Extended writing piece. Written assessment based on a GCSE-style question.</p> <p>2. Extended writing piece. Written assessment based on a GCSE-style question.</p> <p>3. Extended writing piece. Written assessment based on a GCSE-style question.</p>
<p>Cultural enrichment</p>	<p>There are always a number of external competitions that will be utilised as appropriate.</p>
<p>Character</p>	  <p>QofS – Creativity & Curiosity Students will tackle the new topic with curiosity. They will respond to the topic with original and creative ideas and opinions.</p>
<h2 style="background-color: #003366; color: white; padding: 5px;">Spring 2</h2>	
<p>Knowledge</p>	<p>Exploration of how different groups in society are represented in Serial television dramas Is there a bias? Is there a stereotype?</p> <p>Students will respond to a brief – to create a new drama programme specifically made for teenagers.</p>
<p>Skills</p>	<p>Skills of recall, selection and communication of knowledge and understanding of serial television dramas TV Game Shows and the contexts in which they are produced and consumed.</p> <p>Development of exam skills, structuring answers.</p>
<p>Assessment</p>	<p>1. Extended writing piece. Written assessment based on a GCSE-style question.</p> <p>2. Extended writing piece. Written assessment based on a GCSE-style question.</p> <p>3. Extended writing piece. Written assessment based on a GCSE-style question.</p>
<p>Cultural enrichment</p>	<p>There are always a number of external competitions that will be utilised as appropriate.</p>
<p>Character</p>	  <p>QofS – Responsibility & Reflection 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.</p>



Summer 1	
Knowledge	Based on AQA GCSE Media brief released in May 2018.
Skills	Preliminary material, with topic-specific brief is released 4 weeks before the exam. Students will work independently, developing their ideas.
Assessment	Unit 1: <i>Investigating the Media</i>. Written Paper – 1 hour 30 mins – 60 marks – 40%. Unit 2: <i>Understanding the Media</i> Controlled Assessment – 90 marks – 60%
Cultural enrichment	There are always a number of external competitions that will be utilised as appropriate.
Character	  QoS – Practice & Resiliency Students will use their developed sense of resiliency, to stay focused through the four weeks, to develop their response to the GCSE brief. They will revise for the exam.