

GCSE Media Studies Learning Journey



- Media A Level
- BTEC Extended Diploma Media
- B.A. Media
- Digital Marketer
- Web Content Manager
- Broadcasting Technical Crew
- Social Media Manager
- Media Researcher/Producer/Planner
- Public Relations Officer
- Journalist
- Editorial Assistant
- Advertising and Marketing Executive
- Teacher
- Writer



SUMMER EXAMS

Practice Papers: all questions

FEBRUARY PPE

Practice Papers: all questions

REVISION

Component 2

Contemporary Music Videos:
Taylor Swift *Bad Blood*
Pharrell Williams *Freedom*



NOVEMBER PPE

Music Videos from the 1980s and Early 1990s:
Duran Duran *Rio*

Revision of Component 2

TV Sitcoms:
Friends
The I.T. Crowd

Websites and Social/Participatory Media
Linked to the Contemporary Music Videos
and Artists:
Taylor Swift
Pharrell Williams

Revision of Components 1 and 2

Video Games:
Fortnite

Advertising and Marketing:
Quality Street
This Girl Can
The Man with the Golden Gun
Spectre

Component 1

Revision of Component 1

YEAR 11

SUMMER PPE

Revision of all topics

Radio:
The Archers

Film:
Spectre

Newspapers:
The Sun
The Guardian

Magazines:
Pride
GQ

CONSOLIDATION OF LEARNING



Component 2, Section B: Social and Participatory Media

Online communication and promotion

Artist brand identity

Pharrell Williams, *Freedom* (2015)

Taylor Swift website, Facebook and Twitter

Pharrell Williams website, Facebook and Twitter



Create a DVD front and back cover

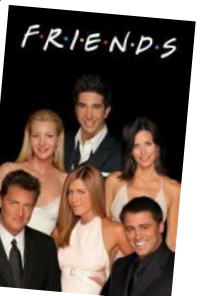


Produce original photography

Research and analysis of similar Media products

Statement of Aims

COMPONENT 3: INTERNALLY ASSESSED COURSEWORK: PRINT-BASED MARKETING MATERIALS FOR A NEW FILM



Consolidation of Learning/Careers/Mini-Practicals

YEAR 10

Taylor Swift *Bad Blood* (2014)

Duran Duran, *Rio* (1982)



Social media

Fandom

Component 1, Section B: Radio



Component 2 Section A: TV Sit-com



Messages and values

Society and culture

Record labels

Radio soap opera genre.

Contemporary Radio Industry

The B.B.C.

Society and culture

Broadcasting

Component 1, Section A: Magazines

Online communication and promotion

Spectre poster (2015)

Spectre Official James Bond 007 website

GQ magazine (July 2016)

Pride magazine (November 2015)

Component 1, Section A: Newspapers

Tabloids and Broadsheets

Political bias

The Sun front page (12 June 2018)

The Guardian front page (12 September 2018)

The Sun complete issue and website

Component 1, Section B: Newspapers: *The Sun*

Online presence

Fortnite (2017)

Epic Games

Regulation

Component 1, Section B: Video Games

The Man with the Golden Gun poster (1974)

Component 1, Section B: Film Industry and Marketing

Front page layout and design

Theoretical Perspectives: Propp Blumler & Katz

Component 1, Section A: Advertising and Marketing

Non-commercial print advertising

Commercial print advertising

Contexts of Media: historical, social and cultural, political

Devices and platforms

Theoretical Framework of Media Studies

Media Foundation

YEAR 9

Meet your teacher

Stereotypes

Representation of age, ethnicity and gender

Denotation and connotation

The 4 key concepts: Types of media
Audience
Representation
Media Language
Media Industries

