

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*

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

Revision of Component 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

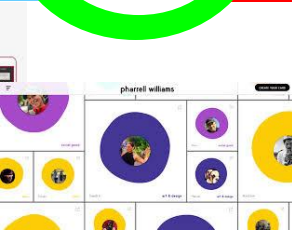
Radio:
The Archers

Film:
Spectre

Newspapers:
The Sun
The Guardian

Magazines:
Pride
GQ

CONSOLIDATION OF LEARNING



Create a DVD front and back cover



Produce original photography

Research and analysis of similar media products

Statement of Aims

Component 2, Section B: Social and Participatory Media

Online communication and promotion

Artist brand identity

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

Pharrell Williams, *Freedom* (2015)

Taylor Swift website, Facebook and Twitter

Pharrell Williams website, Facebook and Twitter

Taylor Swift *Bad Blood* (2014)

Duran Duran, *Rio* (1982)

Social media

Fandom

Component 2, Section B: Music Video

Component 1, Section B: Radio

Component 2 Section A: TV Sit-com

YEAR 10

Consolidation of Learning/Careers/Mini-Practicals

Messages and values

Society and culture

Record labels

Radio soap opera genre.

Contemporary Radio Industry

The B.B.C.

Society and culture

Broadcasting

The Archers complete episode and website

The I.T. Crowd Series 4, Episode 2 (2010)

Friends Season 1, Episode 1 (1994)

The Sun ONLINE BRAND NEW SITE NOW LIVE!

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

Component 1, Section B: Video Games

Online presence

Fortnite (2017)

Epic Games

Regulation

Online communication and promotion

Component 1, Section A: Magazines

Tabloids and Broadsheets

Political bias

Component 1, Section A: Newspapers

Front page layout and design

Front page layout and design

News values

The Man with the Golden Gun poster (1974)

Spectre poster (2015)

Spectre Official James Bond 007 website

GQ magazine (July 2016)

Pride magazine (November 2015)

Component 1, Section B: Film Industry and Marketing

Component 1, Section A: Advertising and Marketing

Theoretical Perspectives: Propp Blumler & Katz

Theoretical Framework of Media Studies

Media Foundation

Film Marketing

This Girl Can print ad (2016)

Quality Street print ad (1950s)

Stereotypes

Non-commercial print advertising

Commercial print advertising

Contexts of Media: historical, social and cultural, political

Devices and platforms

The 4 key concepts: Types of media

Audience

Representation

Media Language

Media Industries

Representation of age, ethnicity and gender

Denotation and connotation

Meet your teacher



YEAR 9