

Media Studies Road Map

Year 10

Introduction to Media Studies

Mass Media Consumption

Advertising Denotation and connotation

Theoretical Framework - LIAR

Representations and stereotypes
Stuart Hall

Issues of representation

Film marketing

Analysis of film

Camera movement, angles and composition
photography
practical core skills

Audience
Blumler and Katz

Set product – promotional poster campaign

Promoting Media

Advert production

Music

Set Product Radio 1 Live Lounge

Set product – original music videos x2

Developing ideas

Music magazines
Set Product
MOJO Magazine

NEA

Representations and audience appeal

Set Product Television
Procedural Crime Drama
1960/80s Analysis of key scenes

Progress check

Research and planning

Analysis

Television

Social, cultural and historical contexts

Production

Year 11

Industry issues

Set Product Observer News in Print/ Online and Social Media texts

News

NEA

Websites

Social Media

Finalising work

GCSE Exams

Component 2:
* Music
* News

Component 1:
* Promoting Media
* Television

Revision

Component 1:
* Promoting Media
* Television

Component 2:
* Music
* News

Post 16

