

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 videos and radio

Set product - original music video

Music

Music magazines Mojo

NEA

Developing ideas

Representations and audience appeal

Analysis of key scenes

Progress check

Research and planning

Analysis

Television

Social, cultural and historical contexts

Production

Year 11

Print newspapers

News

NEA

Industry issues

Websites

Social Media

Finalising work

GCSE Exams

Revision

Component 1:
* Promoting Media
* Television

Component 2:
* Music
* News

Post 16

