

Media Studies Road Map

Year 10

Introduction to Media Studies

Mass Media Consumption

Advertising Denotation and connotation

Theoretical Framework - LIAR

Camera movement, angles and composition photography - practical core skills

Representations and stereotypes Stuart Hall

Audience Demographic/ Psychographic profiling Blumler and Katz

Issues of representation

Film marketing

Analysis of Lego Movie

Set product – promotional poster campaign

Promoting Media

Photography Media Trip

Advert production Assessment

Music

Music videos and radio

Set product – original music video

Creating Media – Magazines and Music Videos

Developing ideas

NEA

Representations and audience appeal

Vigil Analysis of key scenes

Music magazines Mojo

Progress check

NEA Photography Day

Research and planning

Analysis

Industry issues

Social, cultural and historical contexts 2021

NEA Christmas Deadline

Avengers Analysis of key scenes

Industry issues

News

Print newspapers

Historical Newspapers

Statement of Intent

Production

NEA

Finalising NEA work for submission

Representations and audience appeal

Social, cultural and historical contexts 1965

Websites

Social Media

GCSE Exams

Revision

Component 1:
* Promoting Media
* Television

Component 2:
* Music
* News

Post 16

