

St Cuthbert Mayne School Curriculum Map 2021-2022



Department: Media Year 11

Our media studies curriculum will help students living in Torbay:

- Appreciate how improving their media literacy skills now will broaden the opportunities they have for success in all areas of adult life.
- Learn how media language is an international language, has a rich and varied history, and how it has rapidly developed since the dawn of the digital age.
- Understand the wider context of their home in a small coastal town on the south coast of England, and be inspired to communicate with the wider world.

Key Stage 4 Curriculum Summary

We deliver a media studies curriculum that follows OCR's GCSE syllabus, with a full GCSE certificate earned through exams in the summer of Year 11, plus a practical coursework production usually completed by the summer of Year 10. The GCSE introduces students to the terminology of media language, a range of media theories, and the major media concepts while studying nine different media forms. That's a lot of media! The course is packed with content that ranges from the recent trend of using social media to spread news, to the evolution of TV crime dramas in the UK from the 1960s to the 2010s. Media is taught over 5 hours per fortnight by one specialist teacher. By the end of the course, our media students will be better prepared to live, work and thrive in a world where they are bombarded by (and create) an unbelievable amount of media from a previously unimaginable number of sources.

Autumn Term

Unit Title	Promoting Media
Overview	In Year 11 we begin to combine media forms and look at how they work together. In this unit we look at how the Film industry uses Advertising media to target audiences and increase market share... and profits! In a case study, we explore how huge media companies like Warner Bros have shaped themselves to use every tool at their disposal to market a new franchise like The Lego Movie and earn as much money from its audience as possible. Some existing knowledge and skills are used to get started here, with students' awareness of print media language revisited, but we also begin to learn a lot about business strategies and marketing techniques.
Reading Skills	<i>We revisit print media language that allow us to begin to analyse advert and marketing design texts. We revisit TV media language to look at TV advertising and commercial breaks. We introduce some online media language to help us analyse how digital media and connected media are increasingly used to target and monetise an audience.</i>
Writing Skills	<i>There's not a lot of media creation in this unit as students are usually still trying to finalise their coursework practical pieces.</i>
Assessment	This unit's skills will be assessed in exam Paper 1, Section B.
Careers GATSBY BENCHMARK 4	Film industry careers; marketing and advertising careers, especially those in PR and sales.

Spring Term

Unit Title	News
Overview	The final topic students investigate is the news: newspapers are far less popular than they once were and we look at why, and how the news companies are still managing to make millions out of their businesses. Students also explore the shift to online, constant news and the lengths that news producers will go to just to get their audience's attention. An interesting aspect of this unit comes from the study of some 1960s newspapers that reveal how what we think is 'news' has changed over time... it usually shocks the students what their grandparents were interested in!
Reading Skills	<i>We revisit print media language that allow us to begin to analyse print and online news texts.</i>
Writing Skills	<i>We practise inDesign and Photoshop skills by creating a school newspaper with the aim of engaging the interest of our target audience: other pupils!</i>
Assessment	This unit's skills will be assessed in exam Paper 2, Section B.
Careers GATSBY BENCHMARK 4	Print media, reporting, journalism, publishing, blogging, vlogging and social media careers.

Summer Term

Unit Title	Revision
Overview	There will only be a few weeks of normal lesson this term before students go on study leave or even start sitting exams, so classtime is devoted to revision of topics, exam practice and making sure everyone is as prepared as possible to earn the best grade they can and hopefully further their media education into A Level and beyond!
Reading Skills	<i>We revisit print media language analysis, video and TV media language analysis, film industry knowledge and marketing strategies, and all other content we can foresee being tested in the two exams in June.</i>
Writing Skills	<i>We will revise the exam knowledge and skills by being as practical as possible - none of the work will carry a grade but will be designed to help embed understanding and insight into how and why the media forms tested in the exam are as they appear.</i>
Assessment	There are two media studies exams in the summer GCSE exam season. One will take place in an exam room with projector and speakers as it tests understanding of TV media language and the students will need to watch and listen to a TV extract before responding to the questions; the other will take place in the exam hall as it is a traditional style of exam paper.
Careers GATSBY BENCHMARK 4	