Year 10 Media

The Year 10 curriculum begins with an introduction to media studies, covering all areas of the media theoretical framework: media language, media industries, media audiences and media representations. This is done as a holistic approach by studying and making links between various media texts, audiences and industries. After the introductory unit, students begin to cover the set texts. Students start with print texts, building on key terms and theories covered in the introductory unit to develop their analytical techniques. Once students have established a sound understanding of media language and representation, students begin to explore industry and audience, developing understanding of the changing media industry, the impact of technology and regulation. Students study audience theories, specifically how and why audiences engage with media products and how technology has increased audience participation.

Methods of deepening and securing knowledge:

Interleaving	Students study all parts of the theoretical framework and this is repeated throughout the course. Weekly flashback/throwback tasks reflect upon past texts to keep knowledge fresh and consolidate prior learning.
Elaboration	Students conduct a number of in-depth, analytical case studies on set texts. Theories are also studied in depth.
Knowledge organisers	Knowledge organisers are used at the end of each set text as a summary document in order for students to consolidate their knowledge. It allows them to build up a bank of knowledge for revision purposes.
Modelling	Scaffolding and modelled answers are provided as part of feedback to develop knowledge.

	Autumn term 1	Autumn term 2	Spring term 1
Topic(s)	**Introduction to Media booklet** ● Audience. ● Media language. ● Narrative. ● Representation.	**Component 1: Section A - Media Language & Representation** Advertising: ● Quality Street. ● This Girl Can. ● The Man with the Golden Gun. ● Spectre.	**Component 1: Section B- Industry** ● James Bond Spectre. **Component 1: Media Language & Representation** Newspapers: ● The Sun. ● The Guardian.
Assessment	Completion of Introduction to Media booklet.	End of topic in-class assessments. Practical assessment: movie posters.	End of topic in-class assessments.

CEIAG *(Careers that are linked to that topic)*	Introduction to industry; students develop awareness of the breadth of the media, the variety and opportunity there is to work within the industry.	Introduction to the roles and skills of a designer through the production process of creating a movie poster.	Developing students' understanding of the media industry through film production, regulation and ownership models.

	Spring term 2	Summer term 1	Summer term 2
Topic(s)	**Component 1: Section B - Industry & Audience** ● The Sun and The Sun online. **Component 1: Media Language & Representation** Magazines: ● Pride magazine. ● GQ magazine.	**Component 1: Section B - Industry & Audience** Video Games: ● Fortnite. Radio: ● The Archers.	**Component 2: Section B - Music Video** ● Taylor Swift Bad Blood. ● Pharrell Williams Freedom.
Assessment	End of topic in-class assessments. Practical assessment: newspapers.	End of topic in-class assessments.	End of topic in-class assessments. Year 10 Component 1 exam.
CEIAG *(Careers that are linked to that topic)*	Develops students' understanding of media industry, regulation, ownership models and journalism.	Focus on the changing media industry; how industry changes and reforms to adapt to new methods and the audiences' changing needs. Specifically how technology has affected distribution, jobs and livelihoods.	Reinforces students' understanding of the convergent nature of the media industry, increasing cross-media awareness and how skills can be utilised differently within various media sectors.

Independent Study

A variety of independent study is set to consolidate classroom learning; making use of online platforms and digital teaching resources such as YouTube and Seneca.