

Media Studies – Portchester Community School 2-year plan 24/25

Year 24/25	Autumn 1 – Print Media (magazines)		Autumn 2 – Print Media (newspapers)	Spring 1 – Print and digital media (adverts)	Spring 2 – Digital Media (film)	Summer 1 – Digital Media (television)	Summer 2 – Digital Media (television) Introduce C/W briefs, worth 30% of course		
Year 1: (Students in year 10)	Introduction to Media Studies and own media consumption (2 weeks) Familiarise students with the 4 media concepts	Magazines Media Language and Media Representation Theorists: Roland Barthes Semiotic Analysis Students to understand how magazine are constructed and design their own (5 weeks)	Newspapers The Times and Daily Mirror Media Language Media Representation Media Audiences Media Industries Theorists: Blumler and Katz Uses and Gratifications, Stuart Hall’s Reception Theory and Galtung and Ruge (7 weeks)	Adverts Media Language and Media Representation Narrative Theorists: Propp and Todorov, Hypodermic Needle Theory (passive audience) Students to design their own social media app and create a print and digital advert using Canva (6 weeks)	Film Media Industries Theorists: Richard Dyer’s Star Theory Horizontal and Vertical Integration Students to design their own merchandise (6 weeks)	Television Media Language Media Representation Media Audiences Media Industries (5 weeks)	Television Media Language Media Representation Media Audiences Media Industries (3 weeks)	Preparation for EOY mock exams (2 weeks)	Introduction to C/W 5 possible briefs from AQA – students to complete one and a statement of intent (1 week)
	Autumn 1 – Digital Media (Music video and Radio)		Autumn 2 – Digital Media (Video Games and Online, social and Participatory Media)	Revision Loop and Coursework	Revision Loop and Coursework	Online resources readily available on ClassCharts, YouTube and			
Year 2: (Students in year 11)	Music Video Media Audiences and Media Students given the opportunity to create their own radio jingle Industries (7 weeks)		Video Games and Online, Social and Participatory Media Theorists: Laura Mulvey’s Male Gaze Students to create their own working homepage for celebrity (7 weeks)	Complete coursework worth 30% Deadline 7 th MAY.	A combination of all the close product studies Target key areas – adapt for class needs, based on pre public examinations	EXAMINATIONS BEGIN			

Throughout the 2 years, students will need to study the following close product studies:

Magazines: Tatler and Heat

Newspapers: The Times and Daily Mirror

Adverts: Galaxy Chocolate with Audrey Hepburn, OMO Washing Detergent and Lady Leshurr NHS Blood and Transplant

Film: Black Widow and 1, Daniel Blake

Television: Dr Who 1963 and His Dark Materials Season 2 2020

Music Video: Blackpink ‘How you like that’ and Arctic Monkeys ‘I bet that you look good on the dance floor’

Radio: Tony Blackburn Radio 1 and Jordan and Perri KISS Breakfast

Video Games: Lara Croft GO

Online, Social and Participatory Media: Marcus Rashford and Kim Kardashian