

Subject Name:	Media Studies
Key Stage 4 (Tech Award in Creative Media Production)	
Curriculum Intent Statement	
<p>Media develops your understanding, evaluation and critical thinking beyond the English Language looking further in depths of the signs, symbols and contextual factors, building transferable skills. Which further enhances your functionality in society. A combination of both theory and practical.</p>	

The Course
<p>Exams:</p> <ul style="list-style-type: none"> • Component 1: 70 Marks (2 Hours) – 35% • Component 2: 70 Marks (2 hours) – 35% <p>Coursework:</p> <ul style="list-style-type: none"> • Component 3: 60 Marks – 30%

Autumn Term 1
<p>NEA (coursework) 30%:</p> <ul style="list-style-type: none"> • Finishing the final products • Statement of intent • Submission <p>Component 2 Section A:</p> <ul style="list-style-type: none"> • Introduction to Video Games • Game genres, history of video games, gaming industry • Introduction to set text (Minecraft) • Minecraft production and ownership • Convergence, success of game • Why it is the most successful game of all time • Distribution, importance of audience and their contribution to the success of the game • Gamer experience • Microsoft investment, developing the game as a successful global brand

Autumn Term 2

Component 1 Section B:

- Introduction to Advertising and Marketing
- Adverts codes and conventions
- Advertising psychology (the idea of selling a lifestyle through a brand)
- Set text (Old Spice), research around brand and textual analysis
- Set text (Lucozade), research around brand and textual analysis
- Commercial vs non-commercial adverts
- Advertising techniques, celebrity endorsement
- Set Text (Shelter), research around brand and textual analysis
- ASA – Advertising standards authority and code of conduct

Spring Term 1

Component 2 Section B:

- Introduction to Longform TV Drama
- Codes and conventions of LFTVD
- Genres, narrative and structure
- Case study (set text): Stranger Things
- Industry contexts of Stranger things
- The Netflix model and its advantages
- Social contexts
- First episode analysis, media language, representation, intertextuality, genre conventions, key characters
- Theorist applications

Spring Term 2

Component 2 Section B:

- Introduction to 2nd Case Study (set text): Deutschland 83
- Industry contexts of D83
- The Netflix model and its advantages
- Social contexts
- First episode analysis, media language, representation, genre conventions, key characters
- Theorist applications
- Audiences, comparisons, social contexts, regulation etc.

Summer Term 1

Revision

- Recapping, preparation and build up to final exams.

Summer Term 2