

## What are the aims and intentions of this curriculum?

In Year 9 students are introduced to the broad topic of Media Studies through a range of industries: Film, Television, Advertising, Newspapers and Magazines, Radio and Music. Across each topic students will develop understanding of key terminology, focusing on the 5 framework areas: Narrative, Genre, Representation, Industry and Audience. Students will also have the opportunity to access practical resources and create media texts across a range of industries.

Term	Topics	Knowledge covered	Skills developed	Assessment
<b>Autumn 1</b>	Film Industry	<ul style="list-style-type: none"> <li>Understanding of film terminology</li> <li>Assessment and analysis of existing film texts</li> <li>Analysis of genre codes and conventions</li> <li>Exploration of film narrative</li> <li>Creative exploration of film texts</li> </ul>	Detailed understanding of the key assessment frameworks: <ul style="list-style-type: none"> <li>• Representations</li> <li>• Genre Conventions</li> <li>• Narrative</li> <li>• Industry</li> <li>• Audiences</li> </ul>	Analysis of an unseen film trailer codes and conventions
<b>Autumn 2</b>	Music Industry	<ul style="list-style-type: none"> <li>Analysis of music artists</li> <li>Exploration of genre codes and conventions</li> <li>Analysis of music marketing</li> <li>Analysis of gender representation</li> </ul>	Detailed understanding of the key assessment frameworks: <ul style="list-style-type: none"> <li>• Representations</li> <li>• Genre Conventions</li> <li>• Narrative</li> <li>• Industry</li> <li>• Audiences</li> </ul>	Creation and evaluation of a storyboard for a music single
<b>Spring 1</b>	Advertising Industry	<ul style="list-style-type: none"> <li>Analysis of the advertising industry</li> <li>Detailed exploration of representation issues</li> <li>Opportunity for creative advertising of products</li> <li>Exploration of advertising through the ages</li> </ul>	Detailed understanding of the key assessment frameworks: <ul style="list-style-type: none"> <li>• Representations</li> <li>• Genre Conventions</li> <li>• Narrative</li> <li>• Industry</li> <li>• Audiences</li> </ul>	Analysis of representations created by two print advertisements
<b>Spring 2</b>	Television Industry	<ul style="list-style-type: none"> <li>Exploration of the crime drama genre</li> <li>Analysis of representations within Television</li> <li>Analysis of the development of the Television Industry</li> <li>Evaluate narrative within the Television Industry</li> </ul>	Detailed understanding of the key assessment frameworks: <ul style="list-style-type: none"> <li>• Representations</li> <li>• Genre Conventions</li> <li>• Narrative</li> <li>• Industry</li> <li>• Audiences</li> </ul>	Analysis of genre conventions within a crime drama
<b>Summer 1</b>	Magazines and Newspapers	<ul style="list-style-type: none"> <li>Evaluate the effectiveness of magazines</li> <li>Explore representations within the magazine industry</li> <li>Explore the newspaper industry</li> <li>Analyse codes and conventions of print texts</li> </ul>	Detailed understanding of the key assessment frameworks: <ul style="list-style-type: none"> <li>• Representations</li> <li>• Genre Conventions</li> <li>• Narrative</li> <li>• Industry</li> <li>• Audiences</li> </ul>	Create and evaluate a new magazine cover aimed at teenagers
<b>Summer 2</b>	Radio Industry	<ul style="list-style-type: none"> <li>Create and evaluate podcasts</li> <li>Explore radio terminology, codes and conventions</li> <li>Analyse the effectiveness of radio texts</li> <li>Evaluate the radio industry</li> </ul>	Detailed understanding of the key assessment frameworks: <ul style="list-style-type: none"> <li>• Representations</li> <li>• Genre Conventions</li> <li>• Narrative</li> <li>• Industry</li> <li>• Audiences</li> </ul>	Create and evaluate a 3 minute podcast on a topic of your choice