



QPHS Year 10 Media Studies Curriculum Map

Half term	Title	Unit summary	Assessment
1	Media Language	<i>Forms of media language Choice of media language Theories of narrative Technology and media products Codes and conventions</i>	<i>A one hour assessment combining a knowledge test of key terms and a short textual analysis</i>
2	Media Representations	<i>Re-presentation Theoretical perspectives on gender Choice of media producers Representation of reality Stereotypes Misrepresentation Viewpoints Social, cultural and political significance Reflection of contexts Audience interpretation</i>	<i>A one hour assessment combining a knowledge test of key terms and a short textual analysis</i>
3	Media Audiences	<i>Theoretical perspectives on audiences Range of audiences Targeting Categorisation Media technologies Interpretations Media practices Social, cultural and political significance Audience responses</i>	<i>A one hour assessment combining a knowledge test of key terms and a short textual analysis</i>
4	Media Industries	<i>The nature of media production Production processes Ownership Convergence Funding models Commercial industries Regulation Digital technologies</i>	<i>A one hour assessment combining a knowledge test of key terms and a short textual analysis.</i>
5	Advertising Music Videos	Adverts <i>Galaxy chocolate advertisement NHS Blood and Transplant campaign OMO (Language and representation) Music Videos I Bet You Look Good on the Dance Floor – Arctic Monkeys How You Like That – Blackpink (Audience and industry)</i>	<i>Explain how advertisements use cultural contexts to appeal to audiences - with reference to the Galaxy advertisement</i> <i>Explain how music videos give audiences a sense of identity. Answer with reference to the Arctic Monkeys' I Bet You Look Good On The Dancefloor music video</i>
6	Newspapers Magazines NEA	Newspapers Daily Mirror The Times <i>(Language, representation, audience and industry)</i> Magazines Tatler Heat <i>(Language and representation)</i> NEA Practical production	<i>'In order to succeed, newspaper owners must use new technology to produce fresh, up-to-date news products.' How far do you agree with this statement?</i> End of year exam: <i>A modified past paper covering advertising, music videos, newspapers and magazines.</i>