

Culcheth High School Key Stage 4 Curriculum Map 2020 - 2021

Media Studies Year 9

AQA



	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Key Concepts	Introduction to Theoretical Framework: 1. Media Language 2. Audience 3. Representation 4. Industry	Media Language and representation Print media practical task individually Magazine cover and double-page spread.	Representation and Industry Analysis of Marketing Campaigns for CSP films	Representation and Industry Storyboarding own film trailer idea Photoshop production of own film poster	Audience and Industry Analysis of covering all 4 areas on 2 student chosen music videos.	Media Language and Representation Group production of a 60-second video sequence
Themes	Print Media	Print Media	Film	Film	Music Video	Practical Skills
Writing Whole school literacy focus	Comparing and contrasting, illustrating connectives, evaluative, analyse, describe & developing paragraphs. Subject-specific vocab	Illustrating connectives, describe & developing paragraphs.	Comparing and contrasting, illustrating connectives, evaluative, analyse, describe & developing paragraphs. Subject-specific vocab	Subject-specific vocab Evaluative essay on own work	Comparing and contrasting, illustrating connectives, evaluative, analyse, describe & developing paragraphs. Subject-specific vocab	Subject-specific vocab, writing to meet a brief. Evaluative essay on own work
Spiritual, Moral, Social and Cultural theme (SMSC) Fundamental British Values	Discussion of the impact of the media on an audience.	Discussion of representation, audience reaction and needs	Discussion of the representation of social groups and dominant ideology shown in films	Discussion of representation, audience reaction and needs	Discussion of representation, audience reaction and needs, social values and the influence of marketing on consumers.	Discussion of the representation of people and places in the media and the role of the media in shaping dominant ideologies.
Key Assessment Focuses, Suggested Assessments and Feedback Week	QMA on keywords and descriptions of the media framework	Print Media QMA analysis of a magazine cover and creation of own magazine cover	Written analysis of a poster for a film	Planning and developing ideas. Practical production skills.	Descriptions and recall of the main words looked at within this section.	Creation of a 60-second music video.
Special Events						
Possible Visits						London visit