

## Culcheth High School Key Stage 4 Curriculum Map 2024 - 2025

**Subject:** Media Studies Year 10

**Exam Board:** AQA



**CULCHETH  
HIGH SCHOOL**  
THE BEST THAT WE CAN BE

	Autumn Term 1	Autumn Term 2	Spring Term 1	Spring Term 2	Summer Term 1	Summer Term 2
Key Concepts	<ul style="list-style-type: none"> <li>Introduction to the theoretical framework:</li> </ul> <ol style="list-style-type: none"> <li>Media Language</li> <li>Audience</li> <li>Representation</li> <li>Industry</li> </ol> <ul style="list-style-type: none"> <li>Magazine analysis of one CSP text and student chosen</li> </ul>	<ul style="list-style-type: none"> <li>All 4 theoretical framework topics</li> <li>Analysis of marketing campaigns for CSP films</li> <li>Music Video Industry focus - Independent and Manufactured bands</li> </ul>	<ul style="list-style-type: none"> <li>Development of TV since the 1960s focusing on the Sci-Fi industry.</li> <li>Analysis of Doctor Who (1967) and His Dark Materials (2020)</li> </ul>	<ul style="list-style-type: none"> <li>Industry and audience</li> <li>History of radio and the industry around radio ownership.</li> <li>Appeal to audiences</li> </ul>	<ul style="list-style-type: none"> <li>Media language and representation</li> <li>Analysis of set texts covering print, online and TV marketing.</li> <li>Analytical unseen tasks for paper 1. Practical assignments</li> </ul>	<ul style="list-style-type: none"> <li>Practical NEA</li> <li>Following a brief set by the exam board students will:</li> </ul> <ol style="list-style-type: none"> <li>Write a statement of intent</li> <li>Plan out initial ideas and produce plan</li> <li>Create production</li> </ol>
Themes	<ul style="list-style-type: none"> <li>Print Media</li> </ul>	<ul style="list-style-type: none"> <li>Film/Music Video</li> </ul>	<ul style="list-style-type: none"> <li>Television</li> </ul>	<ul style="list-style-type: none"> <li>Radio</li> </ul>	<ul style="list-style-type: none"> <li>Advertising &amp; marketing</li> </ul>	<ul style="list-style-type: none"> <li>Pupils choose</li> </ul>
Writing Whole school literacy focus	<ul style="list-style-type: none"> <li>Comparing and contrasting, illustrating connectives, evaluative, analyse, describe &amp; develop paragraphs. Subject-specific vocab</li> </ul>	<ul style="list-style-type: none"> <li>Comparing and contrasting, illustrating connectives, evaluative, analyse, describe &amp; develop paragraphs. Subject-specific vocab</li> </ul>	<ul style="list-style-type: none"> <li>Comparing and contrasting, illustrating connectives, evaluative, analyse, describe &amp; develop paragraphs. Subject-specific vocab</li> </ul>	<ul style="list-style-type: none"> <li>Explain and discuss why? Topic sequences. Subject-specific vocab</li> </ul>	<ul style="list-style-type: none"> <li>Comparing and contrasting, illustrating connectives, evaluative, analyse, describe &amp; develop paragraphs. Subject-specific vocab</li> </ul>	<ul style="list-style-type: none"> <li>Writing in response to a brief, illustrating connectives, evaluative, describe &amp; develop paragraphs. Subject-specific vocab</li> </ul>

<b>Spiritual, Moral, Social and Cultural theme (SMSC) Fundamental British Values</b>	<ul style="list-style-type: none"> <li>• Discussion of the impact of the media on an audience.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion of the representation of social groups and dominant ideology shown in films</li> <li>• Focus on other cultures (South Korean music)</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion of representation, audience reaction, needs and social values.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion of the public service remit and independent values in the media.</li> <li>• BBC as an iconic British institution</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion of representation, audience reaction and needs, social values and the influence of marketing on consumers.</li> </ul>	<ul style="list-style-type: none"> <li>• Discussion of representation, audience reaction and needs, social values and the influence of marketing on consumers.</li> </ul>
<b>Key Assessment Foci, Suggested Assessments and Feedback Week</b>	<ul style="list-style-type: none"> <li>• Print Media QMA in exam style. Unseen text comparison analysis with set text.</li> </ul>	<ul style="list-style-type: none"> <li>• QMA 2: Key terms assessment for framework, magazine and film units</li> </ul>	<ul style="list-style-type: none"> <li>• QMA 3 practice of analytical question from paper 2 by watching of Dr Who or His Dark Materials</li> </ul>	<ul style="list-style-type: none"> <li>• 20 mark exam style question looking at the influence of radio on teenagers over time</li> </ul>	<ul style="list-style-type: none"> <li>• Range of exam style questions on all 3 CSP adverts</li> </ul>	<ul style="list-style-type: none"> <li>• QMA6 – PPE – Paper 1 adapted to topics covered so far.</li> </ul>
<b>Special Events</b>						
<b>Possible Visits</b>						<ul style="list-style-type: none"> <li>• London 2025</li> </ul>