# Scheme of work: Two year

Introduction

This SOW offers a route through the GCSE Media Studies (8572) specification.

It covers the specification in a logical order and suggests possible teaching and learning activities for each section of the specification.

The specification references are shown at the start of each section, whilst the learning outcomes indicate what most students should be able to achieve after the work is completed.

Timings have been suggested but are approximate. Teachers should select activities appropriate to their students and the curriculum time available.

The order is by no means prescriptive and there are many alternative ways in which the content could be organised.

The resources indicate those resources commonly available to schools, and other references that may be helpful. Resources are only given in brief and risk assessments should be carried out.

Assumed coverage

3 hours per week.

Version 2.0

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Year 10

Overview for term one

Approximately 7 weeks.

## Introduction to all four areas of the theoretical framework, through analysis and short-term practical projects, followed by a practical project on Music CD covers, focusing on Media language and Media representations.

Weeks 1 and 2

Specification reference

* Media language:
  + Forms of media language
* Media representations:
  + Re-presentation
  + Stereotypes

Specification content

* Media language and representation
  + Basic media language terminology in use in a music video – shot sizes, camera angles, edits.
  + Representation as ‘re-presentation or reality’: How these media language elements and visual codes (eg colour, basic aspects of mise-en-scène) have been selected to represent the artist in the music video in specific ways. Stereotypes and how they become established.
* Practical response:
  + Storyboard a 20-second video advert for the launch of a new album by the same music artist.

Weeks 3 and 4

## Specification reference

* Media representations:
  + Choice of media producers
* Media language:
  + Codes and conventions

Specification content

* Introduction to industries and audiences:
  + Linear models of communication (sender, message, and receiver) and how different audiences (receivers) might interpret the music video analysed previously.
  + The music industry as a commercial industry; with independent and major companies, targeting niche and mass audiences and looking at finance involved in the music industry (potential budgets and incomes). Could mention piracy and threats to the profitability of the music industry.
* Practical response:
  + Design a poster or home page of a website re-positioning a current artist for a new audience.
* Intro to using technology – could provide all students with a choice of three contrasting digital images of the same artist, and demonstrate how to add text, choose font sizes, style and colours and position elements on the page.

Weeks 5 to 7

Specification reference

* Media representations:
  + Stereotypes
* Media language:
  + Forms of Media Language

Specification content

* Music CD covers – analysis and production:
  + Use a range of CD covers; look at the whole set to establish conventions. Why are these conventions used? Use of images that embody stereotypes, and the problems and usefulness of these.
  + Analyse a CD cover together as a class, students to extend the analysis individually. Introduce terms connotation and denotation.
  + Create a new CD cover for an already established artist. Can use found images for this task, but must consider the potential representations within the chosen image.

**Overview for term one**

Approximately 8 weeks.

Study Advertising and marketing CSPs (Close study products) and other print marketing products. Start mock NEA project, using sample Brief Five: Print adverts for watches, to develop students’ technical skills and to introduce the overall approach to NEA. Will also help to consolidate learning about advertising and marketing by engaging with it through practical work.

CSPs Advertising and marketing (targeted, focusing on Media language and Media representations).

Weeks 8 to 11

Specification reference

* Media language:
  + Forms of media language
  + Theories of narrative
  + Technology and media products
* Media representations:
  + Choice of media producers
  + Representations of reality
  + Stereotypes ­
  + Reflection of contexts

Specification content

* Advertising and marketing:
  + CSPs Advertising and marketing (targeted, focusing on media language and media representations):
  + television advertisement for Galaxy
  + NHS Blood and Transplant online campaign video
  + OMO Print advert from *Woman’s Own* magazine.
* Introduce terms code, anchorage, sign, icon and symbol.
* Look at the three CSPs in order, as well as other advertising and marketing products, analysing how media language creates meanings and giving a brief introduction to how developments in technology impact on content.
* Analyse representation and use of stereotypes.
* Set each CSP within its context.
* Use notes in CSP booklet.

Week 12

Specification reference

* Media language:
  + Forms of media language
  + Theories of narrative
  + Technology and media products
* Media representations:
  + Choice of media producers
  + Representations of reality
  + Stereotypes ­
  + Reflection of contexts

Specification content

Plan adverts and write statement of intent.

Week 13

Specification reference

* Media language:
  + Forms of media language
  + Theories of narrative
  + Technology and media products
* Media representations:
  + Choice of media producers
  + Representations of reality
  + Stereotypes ­
  + Reflection of contexts

Specification content

Take photographs for adverts, 3 x narrative photographs, pack/product shots.

Week 14

Specification reference

* Media language:
  + Forms of media language
  + Theories of narrative
  + Technology and media products
* Media representations:
  + Choice of media producers
  + Representations of reality
  + Stereotypes ­
  + Reflection of contexts

Specification content

Create first advert.

Week 15

Specification reference

* Media language:
  + Forms of media language
  + Theories of narrative
  + Technology and media products
* Media representations:
  + Choice of media producers
  + Representations of reality
  + Stereotypes ­
  + Reflection of contexts

Specification content

Create second and third advert.

**Overview of term two**

Approximately 12 weeks.

## Study CSPs in pairs and threes, with other relevant media products, ensuring that those related to the NEA to be undertaken at the start of year 11 are covered.

## For each group of products, cover analysis, knowledge and practical skills, plus using other related products. Student should be gaining practice in unseen analysis, using print, printed website, video and audio clips. Students should be having regular quick quizzes to test recall of terminology and subject content.

## CSPs Film industry (targeted, focusing on Media industries).

## CSPs Music videos (targeted, focusing on Media audiences and Media industries).

## CSPs Radio (targeted, focusing on Media industries and Media audiences).

Week 1

Specification reference

* Media language:
  + Choice of media language
* Media representations:
  + Re-presentation

Specification content

Students review adverts, identify areas for improvements.

Week 2

Specification reference

* Media language:
  + Choice of media language
* Media representations:
  + Re-presentation

Specification content

Make improvements to all three adverts.

Week 3

Specification reference

* Media language:
  + Choice of media language
* Media representations:
  + Re-presentation

Specification content

* Return to CSPs and revise understanding in the light of students’ own understanding as media creators.
* Discuss selection, exclusion and combining of media language elements to conform to codes and create meanings.

Weeks 4 and 5

Specification reference

* Media industries
* Ownership
* Commercial industries
* Regulation

Specification content

* The film industry
* CSPs Film industry (targeted, focusing on media industries):
  + *Black Widow*
  + *I, Daniel Blake.*
* Set each CSP within its context.
* Focusing on the industry, not on the content of the films themselves.
* Use notes in CSP booklet to help devise specific learning activities.
* Practical activities:
  + Create a timeline of marketing activities for the re-launch of *I, Daniel Blake* to maximise its audience in the UK. There is no limit to the budget this time round.

Weeks 6 to 8

Specification reference

* Media industries:
  + The nature of media production
  + Production processes
  + Regulation
* Media audiences:
  + Range of audiences
  + Targeting
  + Interpretations
  + Media practices
  + Audience Responses

Specification content

* Music videos
* CSPs Music videos (targeted, focusing on Media Audiences and Media Industries):
  + Arctic Monkeys - *I bet you look good on the dancefloor*
  + Blackpink – *How you like that*.
* Set each CSP within its context.
* Focusing on the industry and audiences.
* Use notes in CSP booklet to help devise specific learning activities.
* Practical activities:
  + devise the marketing plan for the single launch for one of these videos. How would you use each of the available media platforms to reach your target audience?
  + plan the website home page for the day before, or the day of the launch
  + write the posts for the band’s official social media channels in the five days prior to the release of the single.

Weeks 9 to 12

Specification reference

* Radio
* Media Industries:
  + Production processes
  + Working practices in media industries.
  + Funding models
  + Regulation
  + Digital technologies
* Media audiences:
  + Theoretical perspectives on audiences –
  + Range of audiences
  + Targeting
  + Categorisation
  + Media technologies

Specification content

* Radio
* CSPs Radio (targeted, focusing on media Industries and media audiences):
  + Radio 1 Launch Day, Tony Blackburn
  + KISS Radio, Kiss Breakfast.
* Set each CSP within its context.
* Use notes in CSP booklet to help devise specific learning activities.
* Practical activities:
  + Decide on a gap in the radio market (eg jazz music for a youth audience) and devise the launch for an online station that would plug that gap.

**Overview of term three**

Approximately 12 weeks.

## Study CSPs in pairs and threes, with other relevant media products, ensuring that those related to the NEA to be undertaken at the start of year 11 are covered.

## For each group of products, cover analysis, knowledge and practical skills, plus using other related products.

## Student should be gaining practice in unseen analysis, including analysing video and audio clips.

## CSPs Online, social and participatory media (in-depth, all four areas of the theoretical framework).

## CSPs Magazines (targeted, focusing on media language and representations).

Weeks 1 to 8

Specification reference

* Media language:
  + Theories of narrative
  + Technology and media products
  + Codes and conventions
* Media representations:
  + Re-presentation
  + Theoretical perspectives on gender
  + Viewpoints
  + Social, cultural and political significance
* Media Industries:
  + Convergence
  + Commercial industries
  + Digital technologies
* Media Audiences:
  + Targeting
  + Media practices

Specification content

* Online, social and participatory media
* CSPs Online, social and participatory media (in-depth, all four areas of the theoretical framework):
  + Marcus Rashford – online presence
  + Kim Kardashian; Hollywood
  + Lara Croft Go.
* Set each CSP within its context.
* Use notes in CSP booklet to help devise specific learning activities.
* Practical activities:
  + plan your own social media influencer persona: What would you post about? What would your USP be? How could you create a brand that would make money?
  + devise your representation – where would you be photographed / filmed? What would you wear? How would you present yourself to camera?
  + design your brand logo.

Weeks 9 to 12

Specification reference

* Media Languages:
  + Codes and conventions
  + Theoretical perspectives on genre
* Media Representations:
  + Re-presentation
  + Reflection of contexts

Specification content

* CSPs Magazines (targeted, focusing on Media language and representations):
  + *Tatler*, January 2021
  + *Heat*, 21-27 November, 2020.
* Set each CSP within its context.
* Use notes in CSP booklet to help devise specific learning activities.
* Practical activities:
  + Using the stories and people on the front page of one magazine, re-design it for the audience of the other magazine.

Year 11

Overview of term one

Approximately 15 weeks.

## NEA project, eg Brief Three: Magazine Design from the sample briefs – briefs change annually but will be related to the CSPs.

## The physical creation of the products should take approximately 30 hours.

## Planning does not have to be submitted, beyond the statement of intent, but time obviously has to be given for planning, so that students can make the best product possible.

## Refreshing the relevant CSPs, planning, the NEA itself, and allowing time for ‘catch-up’ for students missing lessons (due to mocks etc) will take most of this term. Practical work done here will help to consolidate learning about the relevant CSPs.

Weeks 1 and 3

## Specification reference

* Media language
* Media representations

Specification content

Revise Magazine CSPs, other magazines and look at online vloggers/social media influencers.

Weeks 4 and 5

Specification reference

* Media language
* Media representations

Specification content

Plan magazines and write statement of intent.

Week 6

Specification reference

* Media language
* Media representations

Specification content

Take photographs for magazines.

Weeks 7 and 8

Specification reference

* Media language
* Media representations

Specification content

Create front cover.

Weeks 9 and 10

Specification reference

* Media language
* Media representations

Specification content

Write copy.

Weeks 11 and 12

Specification reference

* Media language
* Media representations

Specification content

Create double page spread.

Week 13

Specification reference

* Media language
* Media representations

Specification content

Students’ review magazines, identify areas for improvements.

Weeks 14 and 15

Specification reference

* Media language
* Media representations

Specification content

Make improvements to all three pages.

Year 11

Overview of term two

Approximately 12 weeks.

Students need to study the remaining CSPs, and continue to develop their analytical skills, including of unseen video clips. They should also study other related products.

They will need time before the exam to revisit learning from year 10 in particular.

CSPs Newspapers (in-depth, all four areas of the theoretical framework)

CSPs Television (in-depth, all four areas of the theoretical framework)

Weeks 1 to 5

Specification reference

* Media language:
  + Forms of media language
  + Choice of media language
  + Codes and conventions
* Media representations:
  + Re-presentation
  + Choice of media producers
  + Representations of reality
  + Misrepresentation
  + Viewpoints
  + Social, cultural and political significance
* Media industries:
  + Ownership
  + Convergence
  + Regulation
* Media audiences:
  + Theoretical perspectives on audiences
  + Social, cultural and political significance.

Specification content

* CSPs Newspapers (in-depth, all four areas of the theoretical framework):
  + *The Daily Mirror*, Friday 5 March 2021
  + *The Times*, Friday 5 March 2021.
* Set each CSP within its context.
* Use notes in CSP booklet to help devise specific learning activities.
* Practical activities:
  + look at today’s news on BBC, and layout the front pages for the *Daily Mirror* and *The Times* – will need to engage with news values as well as layout and other conventions
  + choose a story from today’s news about a minority group, or an individual from a minority group, and prepare coverage of the story for the *Daily Mirror* and *The Times* – take suitable photographs (using stand-ins) and write copy.

Weeks 6 to 10

Specification reference

* Media language:
  + Theories of narrative
  + Technology and media products
  + Codes and conventions
* Media representations:
  + Representations of reality
  + Stereotypes
  + Reflection of contexts
* Media industries:
  + Convergence
  + Funding models
  + Regulation
* Media audiences:
  + Audience responses

Specification content

* CSPs Television (in-depth, all four areas of the theoretical framework):
  + *His Dark Materials*, Series 2, Episode 1 – *The City of Magpies*
  + *Dr Who*, Episode 1 – *An unearthly child.*
* Set each CSP within its context.
* Use notes in CSP booklet to help devise specific learning activities.
* Practical activities:
  + devise a plot line for a new episode, show how this uses narrative devices and fits with narrative theories
  + devise a human-seeming character that defies stereotypes relating to gender, sexuality, ethnicity and/or age.

Week 11

Specification reference

* Media language:
  + Theories of narrative
  + Technology and media products
  + Codes and conventions
* Media representations:
  + Representations of reality
  + Stereotypes
  + Reflection of contexts
* Media industries:
  + Convergence
  + Funding models
  + Regulation
* Media audiences:
  + Audience responses

Specification content

Revision of advertising and marketing, and magazines.

Week 12

Specification reference

* Media language:
  + Theories of narrative
  + Technology and media products
  + Codes and conventions
* Media representations:
  + Representations of reality
  + Stereotypes
  + Reflection of contexts
* Media industries:
  + Convergence
  + Funding models
  + Regulation
* Media audiences:
  + Audience responses

Specification content

Revision of film industry.

Overview of term three

Approximately 3 weeks prior to exams.

Revision of the four areas of the theoretical framework, plus each of the CSPs.

Week 1

Specification content

Revision of music industry and radio.

Week 2

Specification content

Revision of online, social and participatory media.

Week 3

Specification content

Revision of newspapers and television.