


<p><b>Media Studies (OCR)</b></p> 	<p><b>Intent</b>          In the study of Year 10 GCSE Media Studies (2021), our aim is for students to:</p> <ul style="list-style-type: none"> <li>• Read and analyse a wide range of media forms and contexts; develop a wider understanding and appreciation of the media in both a historical and contemporary context</li> <li>• demonstrate skills of enquiry; acquire knowledge and understanding of a range of important media issues</li> <li>• develop understanding of the media and their role in society, culture and politics</li> <li>• understand and apply specialist subject-specific terminology to analyse and compare media products; understand contexts in which media products are produced and consumed</li> <li>• make informed arguments and draw conclusions about media issues; develop practical skills by providing opportunities for creative media production.</li> </ul>		
<p><b>Year 10</b></p>	<p>Introduction to Media Language          Paper 2, Section A: MUSIC (Sep- Dec2021)</p>	<p>Paper 2, Section A: Music (Jan-Apr 2022)</p>	<p>NEA          Paper 2, Section B: News (Apr – Jul 2022)</p>
<p><b>Knowledge</b>          (facts, information, concepts and key terminology)</p>	<p><b>Introduction to Media Language</b>          Students will be introduced to the key concepts: Media language and representation. Students will engage with various different media texts and become confident applying new terminology.  <b>Paper 2, Section B: Music</b>          MUSIC VIDEOS: Students will be introduced to the set music videos. Students will apply knowledge of media language and representation to analyse and compare the music videos.          RADIO: Students will focus on understanding the radio industry, understand the contextual factors relating to the impact of digital technology. Students will consider representational issues when listening to the set text.</p>	<p><b>Paper 2, Section B: Music</b>          INDEPTH STUDY MOJO: Students will be introduced to magazine conventions and look specifically at the set text. Students will analyse use of media language and representations using terminology. Students will explore the impact of different contextual factors on the industry.          Students will design different media texts during this unit in preparation for the NEA briefs.</p>	<p><b>NEA:</b> Briefs are released in March. Students will be offered the choice of briefs of designing a magazine or website. Students will begin preparation through research of existing media products and design work. Students will use technology to create a media product using original photography.  <b>Paper 2, Section B: News</b>          INDEPTH STUDY NEWS: Students will explore the role of newspapers historically; analysing specific examples from 1960s and contemporary newspapers. Students will analyse the use of media language and representations using terminology. Students will consider the impact of digital technology on the industry.</p>
<p><b>Understanding</b>          (ability to connect and synthesise knowledge within a context)</p>	<p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes          AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p>	<p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes.          AO2:          Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p>	<p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media; contexts of media and their influence on media products and processes          AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.          AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.</p>
<p><b>Skills</b>          (successful application of knowledge and understanding to a specific task)</p>	<p>Application of accurate terminology when referencing a media text. Exploring the meaning created through discussion of the connotations of carefully selected examples from the text.          Linking examples in media texts to the wider contextual factors.          Writing responses in a clearly structured way to convey meaning</p>	<p>Application of accurate terminology when referencing a media text. Exploring the meaning created through discussion of the connotations of carefully selected examples from the text.          Linking examples in media texts to the wider contextual factors.          Writing responses in a clearly structured way to convey meaning</p>	<p>The production requires students to apply their knowledge and understanding of media audience, media representations and media language in order to create a successful media product.</p>
<p><b>Formal Assessments</b>          (those done by all/vast majority of the cohort)</p>	<p>Students will have the opportunity to showcase their knowledge in low-stakes quizzes. Mini assessments will take place after each unit replicating the style of questions and number of marks as the final exam.</p>	<p>An assessment will take place after the unit replicating the style of questions and number of marks as the final exam.</p>	<p><b>NEA:</b>          Staff will assess the production of one media product. The total mark for this component is 30 marks and it is worth 30% of the overall qualification.  <b>EoY Exam: first mocks (June)</b>          Students will complete a mock on paper 2 Music and News. If not all content covered then an adapted mock will be used. There are two sections to the paper: Music and News. (70 marks) Unseen media texts and set texts used as a stimulus.</p>

**By the end of the year, students on course for at least a grade 5 will...**

- Use key terminology accurately for a range of media texts
- understand and explore how media products are influenced by contexts
- analyse a range of media texts through exploration of connotations
- support their opinions with apt references to media texts
- make credible links and comparisons between media texts.
- Identify conventions of a range of different media forms
- Apply knowledge of media texts to design their own media product
- Competent use of technology