

**DURING SUMMER**

Take all original  
photography for  
your  
coursework.

**YEAR  
10**

### 5. NEA – Non-Examined Assessment Research and Planning

- Identification of genre conventions,
- Analysis of existing examples,
- Drafting and feedback,
- Digital drafting,
- Writing a 'Statement of Intent'
- Prepare to take original photography during summer!

### 4. Paper 2, Section A – Radio

- Historic development of technology,
- PSB regulations,
- Target audience research,
- How 'The Live Lounge' targets young listeners,
- Cross Media Convergence,
- **CASE STUDY** – 'Live Lounge' performances



### 3. Paper 1, Section B – The Lego Movie, Advertising and Videogame

- Production, Distribution and Exhibition processes,
- Propp's character types theory,
- Target audiences
- **CASE STUDY:** Marketing of The Lego Movie character posters, trailer and ad break.
- Uses and Gratifications theory



### 2. Paper 1, Section A – TV Crime Drama

- Review of Media Language techniques,
- The BBC – ethos, funding, scheduling,
- PSB regulations and requirements,
- Crime Drama conventions,
- **CASE STUDY** – BBC's 'Vigil' – Series 1, Episode 1
- Analysis of moving image extracts

- **CASE STUDY** – The Avengers, Series 4, 'Grave Diggers'
- Study of 1960's context



### 1. Introduction to Media Studies

- *Mise en scene*
- *Cinematography,*
- *Editing,*
- *Sound,*
- *Genre conventions,*
- *Representation of people*
- *Analysing denotations and connotations,*



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**CURRICULUM  
OVERVIEW**

#### SKILLS TAUGHT ACROSS Media Studies:

- 1) Textual Analysis
- 2) Written Explanation
- 3) Reading Comprehension
- 4) Production Skills
- 5) Terminology

**Building Cultural, Political and  
Historic awareness of  
messages in the media.**

**CURRICULUM  
OVERVIEW**