



CHORLTON HIGH SCHOOL: CURRICULUM

CHS Curriculum Intent

SUCCESSFUL: Learners who gain deep and powerful knowledge in preparation for life; combining academic rigour, curiosity and creative flair.

CREATIVE: Learners who are imaginative, optimistic and inventive; finding their voice to become effective communicators prepared for lifelong adaptability

HAPPY: Learners who are confident, resilient, well-rounded citizens; they understand the world's communities and are ready to discover their place in it.

CHS Curriculum Area Framework for Learning – Year 10

SUBJECT	Media Studies
----------------	---------------



CHORLTON HIGH SCHOOL: CURRICULUM

Year Group	10					
Rationale/ Narrative	Students will study 7 Close Study Products: Music Videos. TV. Online, participatory social media. Video Games. Newspapers. Magazines. Film Industry. They will continue to practice responding to questions with different marks. They will develop the links of media language, audiences, industries and representation between all of the CSPs. Students will be introduced to the non-exam assessment options (NEA) to consider over the summer.					
	Autumn 1.	Autumn 2.	Spring 1.	Spring 2.	Summer 1.	Summer 2.
KNOWLEDGE	CSP: MUSIC VIDEOS. Media Audience. Media Industries.	CSP: TV. Media Language. Representation. Audience. Industries.	CSP: ONLINE SOCIAL MEDIA. Media Language. Representation. Audience. Industries.	CSP: VIDEO GAMES. Media Language. Representation. Audience. Industries.	CSP: NEWSPAPERS. Media Language. Representation. Audience. Industries.	CSP: MAGAZINES. Media Language. Representation. CSP: FILM INDUSTRY. Industries.
SKILLS	Knowledge and Understanding. How are music videos constructed to engage its target audience? What influence does the record label have over a band's promotion? Analyse. Music videos: 'History' by <i>One Direction</i> , 'I bet you look good...' by <i>Arctic Monkeys</i> . Create. Devise a music video, on a budget.	Knowledge and Understanding. How does the historical and social context impact on the technical quality of television drama, and the representation of different groups? Analyse. Doctor Who (1963) Episode 1: <i>An Unearthly Child</i> . Class (2016) Episode 4: <i>Co-owner of a Lonely Heart</i> . Create. Script a short scene, using the conventions	Knowledge and Understanding. How has Zoe Sugg developed herself as a successfully commercial brand through participatory social media? Analyse. Zoella (You Tube, Twitter, Instagram). Create. Create a vlog, using the appropriate cods and conventions for a given topic and target audience.	Knowledge and Understanding. How have video games developed to reflect a change in the market? Analyse. Kim Kardashian <i>Hollywood Game</i> . Lara Croft <i>Go</i> . Create. Devise a new game, for handheld devices, for a specific target audience.	Knowledge and Understanding. How do different papers address their target audiences? Analyse. <i>Daily Mirror</i> : Saturday 05 May 2018. <i>The Times</i> : Saturday 05 May 2018. Create. Create the front page of a tabloid newspaper, using an appropriate, topical news story.	MAGAZINES. Knowledge and Understanding. How are print advertisements constructed to communicate their meaning to the audience? Analyse. Front cover of <i>Tatler</i> April 2017. Front cover of <i>Reveal</i> 18-24 March 2017 Create. Create the front cover of a magazine, using the appropriate



CHORLTON HIGH SCHOOL: CURRICULUM

		of 1960s dialogue and technical codes.				conventions, for a given audience. FILM INDUSTRY. Knowledge and Understanding. How are different films funded, distributed and promoted? Analyse. I, Daniel Blake (2016). Doctor Strange (2016).
ASSESSMENTS	<p>Marking Point 1. Extended writing piece. How do both bands address their audiences in their music videos?</p> <p>Marking Point 2. Extended writing piece. How have technical developments enabled bands like the Arctic Monkeys to self-produce their own artistic output? 8 marks</p>	<p>Marking Point 1. Extended writing piece. Consider the technical limitations of 1963, which caused TV Drama to be slower. 20 marks</p> <p>Marking Point 2. Progress Assessment.</p>	<p>Marking Point 1. Extended writing piece. How has Zoella developed as a commercial brand? 6 marks</p> <p>Marking Point 2.</p>	<p>Marking Point 1. Extended writing piece. How do both video games demonstrate convergence.</p> <p>Marking Point 2. Progress Assessment.</p>	<p>Marking Point 1. Extended writing piece. How do each Newspapers address their audience?</p> <p>Marking Point 2. Progress Assessment.</p>	<p>Marking Point 1. Extended writing piece. Compare the influence of the film industry in the production, distribution and promotion of both films.</p> <p>Marking Point 2. Progress Assessment.</p>