CIM - Curriculum Intent Map Media Studies

Exam board – GCSE - Eduqas Exam board – A-Level: Eduqas

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	Knowledge	Skills	Understanding	Wider world
Year 13	Understanding of Media Language, Representation, Media Industries and/or Audiences for Component 2 set texts: - Life on Mars/Peaky Blinders and The Bridge - Vogue and The Big Issue - KSI and Attitude Knowledge also of how to create media for Component 3, including skills in editing, recording and creating: - Video content - Audio content - Physical media	- Comprehension of complex texts and ideas - Developing and evaluating a range of inferences - Perceptive analysis of media language - Exploration and analysis of representations - Perceptive analysis and evaluation of Media Industries - Exploration of audiences and reactions - Exploration of context (Social, cultural and political) - Use of subject-specific terminology - Utilisation of subject-specific theories	- Knowledge, evaluation and utilisation of subject-specific theories to further analysis - Engagement with discussions on complex topics presented in texts and by media industries as a whole - Significance of contexts within media creation and its relevance - Perceptive understanding of methodology by media creators, industries - Perceptive understanding of how a variety of audiences are asked to engage and interpret media content	Discussion of: - Critical interpretations - Critical theories e.g. Semiotics, Feminism, Cultivation, Post-Colonial, Reception - Intertextuality - Gender and equality - Media Industries, influence and bias - Contexts including racism, domestic violence, identity, other cultures Cross-curricular: - English (theories, contexts, essay writing skills) - Psychology/sociology (feminism) - Photography (rule of thirds, visual media University English Literature lectures University speakers visit Professional visits Visit to Media City
Year 12	Understanding of Media Language, Representation, Media Industries and/or Audiences for Component 1 set texts: - Tokyo Olympics, Tide and Kiss of the Vampire - Riptide and Formation - Assassins Creed series - Woman's Hour - Newspapers (Daily Mirror and The Times) - Black Panther and I, Daniel Blake Knowledge also of how to create media for Component 3, including skills in editing, recording and creating: - Video content - Audio content - Physical media			
Year 11	Understanding of content knowledge such as: - TV Sitcoms, Film Posters, Magazines - Audience targeting, media industries (ownership, funding) - Exploring style, tone, audience targeting - Legal and technical compliance	- Comprehension of ideas - Use of subject terminology - Explain choices both of creators and of themselves - Annotating ideas - Showcasing practical skills through evidence	- How to plan and create media to a specific client brief - How to explain and show comprehension about the media industry - How to showcase an understanding of legal and technical aspects of media	**Discussion of:** - Popular culture - Crime Dramas - Topics covered by media - Advertising and its effects - Audiences and different perspectives **Trip:** BBC Centre in Cardiff
Year 10	Understanding of content knowledge such as: – Media codes and conventions across forms (print, broadcast, online)	- Comprehension of ideas - Use of subject terminology - Explain choices both of creators and of	- How to plan and create media to a specific client brief - How to explain and show	**Discussion of:** - Popular culture - Crime Dramas

Extracurricular activities **Careers links** **Curriculum links** **Threshold topics (bold)** **PSHE, PD and cultural capital links**

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	- Connotation, denotation, mise-en-scène, camerawork, editing, sound - Introduction to key concepts: - Genre theory, narrative structure (Propp, Todorov), representation (Hall, Gauntlett), audience theory (Uses & Gratifications), industry - Advertising, Marketing, Newspapers - Understanding visual identities and branding - Introduction to copyright, regulation, and legalities - Ofcom, BBFC, copyright laws in print/online content - Response to set brief from Eduqas (e.g., magazine, website, poster)	themselves - Annotating ideas - Showcasing practical skills through evidence	comprehension about the media industry - How to showcase an understanding of legal and technical aspects of media	- Topics covered by media - Advertising and its effects - Audiences and different perspectives **Trip:** National Video Game Museum Cross-curricular: - English (contexts, essay writing skills) - Photography (rule of thirds, visual media, Photoshop skills) - IT (Microsoft Office skills)

Careers:
Media offers a wide range of exciting career paths for creative, analytical, and tech-savvy individuals. From journalism and broadcasting to advertising, film production, and digital marketing, students can pursue roles such as content creators, video editors, social media managers, publicists, and graphic designers. The industry also includes behind-the-scenes opportunities in media planning, sound engineering, and communications strategy. Whether working for major outlets like the BBC or independent agencies, media professionals shape how stories are told and shared across platforms. It's a dynamic field that rewards curiosity, collaboration, and innovation.

Year 10	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
	Introduction to Media - Media Language - Representations - Forms of Media - Audience - Industries - Construction of Media	Film Posters and Magazine Front Covers - Industries - Language - Representations - Context - Persuasive language - Visual messages - Target audience	Print Advertisements and Radio - Gender - Lifestyle - Audience - Industries - Context - Representations	Newspapers - Media bias - Media influence - Tabloid - Broadsheet - Political viewpoints - Audience - Theory	Video games and Component 3 creation - Audience - Demographic - Industries - Advertising - Distribution - Design own Media product - Theoretical knowledge	Component 3 creation and revision of Film Posters, Magazine Front Covers, Print Advertisements and Radio, Newspapers and Video games - Industries - Language - Representations - Context - Persuasive language - Visual messages - Target audience

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	This will be a terminology assessment based around different types of Media products and Media Language	This will be a Film Poster and Magazine Front cover Film Posters will be a 30-mark question split into two questions (one 5 mark and one 25 mark) Magazine front covers will be one question worth 35 marks	This will be a Print Advertisement and Radio question Both questions will be worth 30 marks and split into two questions (one 5 mark and one 25 mark)	This will be a Newpaper assessment This will be two questions a stepped 30 marks (5 marks and 25 marks) and then one 35 marks	Full Component 1 mock exam Question 1 – 15 marks Question 2 – 30 marks (split into two, 5 marks and 25 marks) Question 3 – 35 marks Question 4 – 35 marks	Component 3 – Creating own Media product Marked out of 60 marks
 **Embed your knowledge**		Revisit set texts e.g. No Time to Die/Vogue Create mind maps of key terms Read different forms of Media Learn how to use and create Media on software, such as, Canva	Revisit set texts e.g. NHS 11 and Desert Island Discs Create mind maps of key terms Read different forms of Media Learn how to use and create Media on software, such as, Canva	Revisit set texts e.g. The Guardian and The Sun Create mind maps of key terms Read different forms of Media Learn how to use and create Media on software, such as, Canva	Revisit set texts e.g. Fortnite Create mind maps of key terms Read different forms of Media Learn how to use and create Media on software, such as, Canva	Revisit set texts Create mind maps of key terms Read different forms of Media Learn how to use and create Media on software, such as, Canva
Extend your learning 	Listen to podcasts e.g. Desert Island Discs Read newspaper article (online) Create a Media scrapbook of interesting stories/headlines	Listen to podcasts e.g. Desert Island Discs Read newspaper article (online) Create a Media scrapbook of interesting stories/headlines	Listen to podcasts e.g. Desert Island Discs Read newspaper article (online) Create a Media scrapbook of interesting stories/headlines	Listen to podcasts e.g. Desert Island Discs Read newspaper article (online) Create a Media scrapbook of interesting stories/headlines Visit Media City	Listen to podcasts e.g. Desert Island Discs Read newspaper article (online) Create a Media scrapbook of interesting stories/headlines Visit the Video game museum	Listen to podcasts e.g. Desert Island Discs Read newspaper article (online) Create a Media scrapbook of interesting stories/headlines

Year 11	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
	Music videos and websites and Television (Sitcoms) - Language - Representations - Industries - Audience		Component 1 revision - Film posters - Magazine front covers	Component 2 revision - Music videos - Websites - Television		

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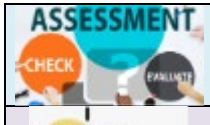
	- Social, cultural, historical and political contexts - Media influence on products - Gender, Age, Ethnicity	- Print Advertisements - Radio - Newspapers - Video games			
	Both of these topics will be assessed (30 marks) These will be split into	Students will be given two questions one worth 30 marks and one worth 35 marks based on Component 1	Students will be given two questions both are worth 30 marks based on Component 2		
 **Embed your knowledge**	Revisit set music videos - Taylor Swift, Stormzy and TLC Revisit set Television sitcoms – Friends and Man like Mobeen Create mind maps of key elements of the Nedia Watch different music videos and related websites to analyse as practice	Revisit set texts Create mind maps of key terms Read different forms of Media	Revisit set texts Create mind maps of key terms Read different forms of Media		
Extend your learning 	Listen to podcasts e.g. Desert Island Discs Read newspaper article (online) Create a Media scrapbook of interesting stories/headlines Screenshot key parts of a music video and analyse	Listen to podcasts e.g. Desert Island Discs Read newspaper article (online) Create a Media scrapbook of interesting stories/headlines	Listen to podcasts e.g. Desert Island Discs Read newspaper article (online) Create a Media scrapbook of interesting stories/headlines		

Year 12	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
	Introduction and Music Videos - Riptide - Formation - Industries and contextual influences	Film Industries - Production - Distribution - Regulations - Curran and Seaton's theories	Advertising and Newspapers - Quality street and NHS - Political bias - Ownership - Target audience	Video Games - Assassin's Creed III - Global Media - Technological developments -	Radio and Component 3 - BBC Breakfast show - Public service broadcasting - Regulation - Audience - Demographics	Component 3 and revision - Design and completion of Media product - Media language - Theorists - Cross Media branding

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	Baseline – Media Language on Pulp Fiction	Industries Film	Advertising – representation	Newpaper – Audience	Video games or Radio – industry and audience	End of Year exam Full component 1
 **Embed your knowledge**	Storyboard a music video with key sections Glossary of key terms Comparison of a range of music videos	Timelines Debates Reserach Box Office reports	Create mock advertisements for a range of products Deconstruct front pages Create a scrapbook of interesting headlines Historic and contemporary advert comparisons	Cross Media platforms – games, music and websites Research gender representations linked to video games Analyse video game trailers	Analyse and listen to various radio stations and podcasts and link to the format and audience Create short radio segments/interviews with classmates	Design own Media products Link to Cross Media products Revision of component 1 focusing on industry, audience, context and representations
Extend your learning 	Watch music documentaries Explore classic and modern music videos on YouTube Attend a live music event	Read film reviews Go to the cinema to watch different genres of films Visit the Musuem of Brands	Read different Newspapers and look at political bias Read online articles	Play and research age related video games Attend a gaming event Explore classic and modern music videos on YouTube Listen to game related podcasts	Listen to BBC radio 1-4 Create your own podcast Watch radio studio walkthroughs	Mind maps for revision Glossary of key terms Look at different forms of Media Look at different contextual factors

Year 13	Half term 1	Half term 2	Half term 3	Half term 4	Half term 5	Half term 6
	Peaky Blinders and The Bridge – Analyse genre conventions – Compare narrative structure and character – Deconstruct technical code	Vogue and The Big Issue - Target audience - Critically analyse representation of gender, class, and identity - Interpret visual codes in magazine covers and article layouts - Evaluate use of stereotypes and	KSI (Online influencers) — Examine branding and cross-platform marketing strategies - Analyse the role of convergence in social media content - Understand monetisation methods	Attitude Magazine - Analyse positive representation and inclusivity in media texts - Explore niche vs mainstream appeal in magazine publishing		

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	– Apply theories of representation	ideological positioning	and creator-audience dynamics	- Interpret codes of layout, cover design, and editorial voice		
	TV question Component 2 – audience	PPE Component 1 + TV question	Magazine question Component 2 – representation Component 3 final result	PPE Full Component 1 and full Component 2		
 **Embed your knowledge**	Look up real-life history behind the shows List similarities and differences between the two dramas Create a mood board for each show's style	Cut out or print magazine covers and label features Design your own magazine page Research theorists	Analyse segments of KSI's videos Explore techniques used to maintain viewer engagement Explain revenue streams	Construct a timeline showcasing key milestones in LGBTQ+ media visibility Highlight and annotate design elements Compare cover designs across publication years		
Extend your learning 	Watch a range of crime dramas Explore costume and set design Visit historical museums	Read a range of magazine types Watch videos about fashion history Visit exhibitions about street culture, fashion, or journalism (e.g. V&A Museum)	Watch KSI's content Research how influencers build brands through YouTube, music, and merchandise	Read or explore LGBTQ+ stories in media online or in print Visit exhibitions or events celebrating diversity in media and publishing Watch films or series with strong LGBTQ+ representation		

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