

## Curriculum Map

Subject: Media Studies

Year: 9 [Carousel]



	Unit 1: Media Key Concepts (6 weeks / 9 Lessons)	Unit 2: Media Production (6 Weeks / 9 Lessons)
<b>Content and Knowledge</b>	Me and The Media, Print / Moving Image Analysis, Genre, Narrative, Representation, Audience, Industry, Media Debates	Film Promotion: Research, Planning and Producing Promotion material (poster / DVD Jacket for a film based on a brief
<b>Skills</b>	Exploring Media debates - key concepts - analysis of texts, debates, extended writing	Production Skills Image Manipulation Adobe Production Suite
<b>Key Questions</b>	How does the media relate to my life? How do media texts communicate meaning? How can media texts be categorised? How are narratives constructed? How and Why do audiences engage with the media? How does the media attempt to represent reality? How do media organisations operate?	How to produce a practical production that meets a client brief
<b>Assessment</b>	End of topic Assessment	Completion of practical assignment <ul style="list-style-type: none"><li>• Meeting a Brief</li><li>• Quality of production Skills</li></ul>
<b>Literacy/numeracy/S MSC/Character</b>	Vocabulary associated with analysis and semiotics Language of moving image/ print/ advertising Debates surrounding issues of representation, stereotypes, race, gender	Embedding meaning generically in a text for a specific audience
<b>Enrichment opportunities and futures</b>	‘Shoe Box Set’ Shooting a trailer for a new film  Careers: <ul style="list-style-type: none"><li>• Digital marketer.</li><li>• Location manager.</li><li>• Media buyer.</li><li>• Media planner.</li></ul>	Photography Skills Using Industry Software

	<ul style="list-style-type: none"><li>• Media researcher.</li><li>• Public relations officer.</li><li>• Runner, broadcasting/film/video.</li></ul> Social media manager.	
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