

### Spring 1: Introduction to serial drama

- *Different sub genres (including iconography within the mise-en-scene)*
- *How to meet the demands of a given brief*
- *How to communicate ideas effectively (including creating a Statement of Aims)*
- *Codes and conventions of a television poster/ DVD front cover*
- *Codes and conventions of a trailer (including terminology linked to a storyboard)*

### Spring 2: Introduction to magazines

- *Different sub genres of magazines*
- *Codes and conventions of a magazine*
- *Narrative structure (including rule of thirds and z line)*
- *Target audience (including male and female audiences and relevant theory)*
- *Industry (including current trends and funding)*

### Summer 1: Introduction to music promotion

- *Relevant genre codes*
- *Exploring how audiences are targeted (including demographics and psychographics)*
- *Representation of females (across different genres and forms)*
- *Representation of males (across different genres and forms)*
- *The purpose of music videos (including audience and industry benefits and messages communicated)*
- *Representation (including femininity, masculinity and relevant contexts)*
- *Set product: GQ (including media language and representation)*

### Summer 2: Cross-media promotion

- *Codes and conventions of a magazine (linked to chosen case study)*
- *Codes and conventions of a website (linked to chosen case study)*
- *How products are used to communicate meaning (including creating a magazine front cover and a website)*

# Minimum Expected Standards

## Media Studies Year 9

Inside this booklet you will find a summary of all the knowledge and skills that the academy expects you to master in this subject by the end of the year.

These are the **minimum standards** that we set for all students. If you achieve this you should be on track to achieve at least a **grade 5/6 in your GCSE** in year 11.

During each half-term you will have regular '**learning checks**' to assess how well you are progressing against the expected standards. If you do not reach the expected standard in any of these checks you should be seeking help from your teacher, asking for study supports and using the materials on TGISpace to help you improve.

If you wish to push yourself further your teacher will also be sharing with you examples of how to go **beyond the expected standards**

**Tudor Grange Academy  
Solihull**

This GCSE Media Studies specification is based on the theoretical framework for exploring and creating media. The framework is based on four interrelated areas:

- **Media language:** how the media through their forms, codes and conventions communicate meanings
- **Representation:** how the media portray events, issues, individuals and social groups
- **Media industries:** how the media industries' processes of production, distribution and circulation affect media forms and platforms
- **Audiences:** how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

**The framework provides a holistic and focused approach to interpreting and analysing the media, which learners will develop progressively over the course of the three years.**

**Year 9 is a foundation year for the GCSE course in which students will:**

- Explore the theoretical framework
- Be introduced to a range of rich and stimulating products
- Attempt examination questions that require analysis, extended responses and comparison of media products
- Create production work using imaginative techniques.

**Our expected standards are based on the Assessment Objectives used at GCSE:**

**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.

## **Media Forms**

Examples of all of the following media forms will be studied:

- advertising and marketing
- film
- magazines
- music video and online, social and participatory media studied through a single music topic
- television

**Learners will study a wide range of media products, reflecting different forms, historical periods and audiences.**

All students will study the following topics and concepts:

### **Autumn 1: Introduction to Media Studies**

- *Exploration of the theoretical framework (including shot types)*
- *Denotation and connotation*
- *Audience categories*
- *Exploring how audiences are targeted and gratified (including Uses and Gratification theory)*
- *Different types of institutions*
- *Brand values and brand identity*
- *Categories of representation and stereotypes*
- *Codes and conventions of a film poster*

### **Autumn 2: Introduction to Media theory / crime drama**

- *Codes and conventions of marketing techniques used for crime dramas*
- *Relevant contexts and settings*
- *Narrative theory (including Todorov/ open and closed narratives)*
- *Exploring character theories (including stock and Propp's character types)*
- *Different types of representation (Including SCARED GI)*
- *Audience theory (including VALS, Young and Rubicam and cultivation theory)*
- *Audience pleasures (including visceral, vicarious and voyeuristic pleasures)*
- *Regulation issues (including BBFC and moral panics)*