

**Curriculum**  
**Outline of Content**  
**Year 10**


**Assessment**

<b>Autumn Term</b>	<b>Spring Term</b>	<b>Summer Term</b>
<p>Introduction to Media Studies:  <b>Introduction to terminology and the Media Framework.</b> Teaching concepts of semiotics and conventions, as well as media theories</p> <p><b>Advertising and Marketing</b> - background and theory; case studies - Quality Street (1954) and This Girl Can (2015)                      Assessment: 15 mark exam style question</p> <p><b>Magazines</b> - background and theory; case studies - GQ (Dwayne Johnson, 2015) and Pride (Naomi Harris, 2015)                      Assessment: 25 mark comparison question, taken from 2019 paper</p>	<p><b>Newspapers</b> - background and theory for all aspects of the Media Framework; case studies - Section A - The Sun (Brexit; June 2018) and the Guardian (Brexit; June 2018); Section B - The Sun (online and paper copy)                      Assessment: Section A style 15 mark question/ 25 mark question followed by Section B style stepped questions.</p> <p><b>Film Marketing/ Industry</b> - background and theory; case studies - Section A The Man with the Golden Gun poster (1973) and Spectre (2015); Section B - Spectre (Industry only)                      Assessment: 25 mark exam style comparison and Section B Industry question</p>	<p><b>Videogames</b> - background and theory, with focus on industry and audience only; case study - Fortnite                      Assessment: Section B style exam</p> <p><b>Non-Exam Assessment - Coursework set by exam board.</b> In this component, learners must apply their knowledge and understanding of media language and representation to an individual media production for an intended audience in response to a choice of briefs set by Eduqas</p>

Autumn Term	<ul style="list-style-type: none"> <li>•End of term assessment - Component 1 Style exam questions</li> </ul>
Spring Term	<ul style="list-style-type: none"> <li>•End of term assessment - within class. All Term 1/2 content.</li> </ul>
Summer Term	<ul style="list-style-type: none"> <li>•End of term assessment - within class. All Term 1/2/3 content.</li> <li>•NEA</li> </ul>
End of Year Grade	<ul style="list-style-type: none"> <li>•Based upon modified Component 1 exam plus NEA work.</li> </ul>