



OCR GCSE Media Studies Long Term Plan 2022-2023

Term Dates	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Topic	Media Language	Media Representation	Television and Promoting Media	Television and Promoting Media	News	Music
Topic Objectives	<ul style="list-style-type: none"> To analyse how media products communicate meaning 	<ul style="list-style-type: none"> To evaluate how products represent different social groups and why 	<ul style="list-style-type: none"> demonstrate knowledge and understanding of the theoretical framework in relation to the products analyse an unknown extract from one of the two media products, using the theoretical framework of media, including in relation to its contexts, making judgements and drawing conclusions, as required demonstrate knowledge and understanding of media 	<ul style="list-style-type: none"> demonstrate knowledge and understanding of the theoretical framework in relation to the products analyse an unknown extract from one of the two media products, using the theoretical framework of media, including in relation to its contexts, making judgements and drawing conclusions, as required demonstrate knowledge and understanding of media 	<ul style="list-style-type: none"> To complete an in-depth study of online news, including its social and participatory media To complete a study of historical and contemporary newspaper front covers to illustrate how media language is used to construct representations and to give an understanding of the contemporary newspaper industry. 	<ul style="list-style-type: none"> To examine how modern music magazines are good examples of diversification, and the social and cultural factors that affect audience engagement with media products To examine the ways in which audiences may interpret the same media products very differently and how these differences may reflect both social and individual differences To analyse the ways in which people's media practices are connected to

			contexts in relation to the products.	contexts in relation to the products.		their identity, including their sense of actual and desired self.
Content	<p>Examining the role of connotation and denotation in advertisements</p> <p>Examining colour theory in print adverts</p> <p>Examining the role of cultural knowledge and upbringing in connotation</p> <p>Starting planning for a filmed advert</p>	<p>Examining the role of stereotypes, dominant cultural values, class and hegemony in the media</p>	<p>This topic consists of an in-depth study of television as a media form and focuses on two media products – one historical and one contemporary – chosen to illustrate continuities and changes in mainstream television drama over time. These two media products are used as a case study, applying the theoretical framework and media contexts to detailed textual study</p>	<p>This topic consists of an in-depth study of a film, that illustrates the varied elements that comprise the modern media industry, covering elements such as funding, ownership, pre- and post-production, distribution, advertising and marketing. Furthermore, examination of topics such as convergence and regulation are examined.</p>	<p>This topic focuses on the production processes of online newspapers, the ownership and funding issues in the contemporary newspaper industry, media regulation, and how the codes and conventions, language choices, political affiliations and styles of reporting in the contemporary newspaper industry can be categorised and analysed.</p>	<p>This topic will focus on analysis of a modern music magazine, in the context of the modern media industry, and on comparison of a pair of music videos, and how ideas of language and representation are contained and contrasted therein. Further, students will examine a modern radio programme, in the context of media regulation, funding, and industries.</p>
Skills	<p>Language analysis (tied to English reading comprehension KS3 skills)</p> <p>Analysis of media products</p> <p>Acquisition and use of media language terminology</p>	<p>Acquisition of representation terminology</p> <p>Reading and comprehension skills mapped to KS3 NC</p> <p>Writing production skills</p>	<p>Students will:</p> <ul style="list-style-type: none"> demonstrate skills of enquiry, critical thinking and analysis analyse and compare how media products construct and communicate meaning and generate intended interpretations and responses 	<p>Students will:</p> <ul style="list-style-type: none"> demonstrate skills of enquiry, critical thinking and analysis analyse and compare how media products construct and communicate meaning and generate intended interpretations and responses 	<p>Students will:</p> <ul style="list-style-type: none"> demonstrate skills of enquiry, critical thinking and analysis analyse and compare how media products construct and communicate meaning and generate intended interpretations and responses 	<p>Students will:</p> <ul style="list-style-type: none"> demonstrate skills of enquiry, critical thinking and analysis analyse and compare how media products construct and communicate meaning and generate intended interpretations and responses

			<ul style="list-style-type: none"> • respond through discursive writing to show knowledge and understanding of media issues • use specialist subject specific terminology appropriately. 	<ul style="list-style-type: none"> • respond through discursive writing to show knowledge and understanding of media issues • use specialist subject specific terminology appropriately. 	<ul style="list-style-type: none"> • respond through discursive writing to show knowledge and understanding of media issues • use specialist subject specific terminology appropriately. 	<ul style="list-style-type: none"> • respond through discursive writing to show knowledge and understanding of media issues • use specialist subject specific terminology appropriately.
Assess	12-mark analysis of unseen advert	12-mark analysis on representation of class	40-mark essay analysing 'Cuffs' and 'The Avengers'	Key terminology test 40-mark essay analysing 'The Lego Movie'	Media Studies Paper 1 mock examination	30-mark essay analysing the "Music" set texts