



CHORLTON HIGH SCHOOL: CURRICULUM

CHS Curriculum Intent

SUCCESSFUL: Learners who gain deep and powerful knowledge in preparation for life; combining academic rigour, curiosity and creative flair.

CREATIVE: Learners who are imaginative, optimistic and inventive; finding their voice to become effective communicators prepared for lifelong adaptability

HAPPY: Learners who are confident, resilient, well-rounded citizens; they understand the world's communities and are ready to discover their place in it.

CHS Curriculum Area Framework for Learning – Year 9

SUBJECT	Media Studies
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Year Group	9					
Rationale/ Narrative	Year 9 acts as an introduction to the Media Studies course. Students will learn about the <i>Theoretical Framework</i> , which looks at the concepts of <i>media language, audiences, representation and industries</i> . Students will put their theoretical knowledge into practical creation of various products; developing their photo shop and editing skills. Students will study their first of 9 <i>Close Study Products (CSP)</i> : Radio					
	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
KNOWLEDGE	<p>Advertising and Marketing.</p> <p>How are print advertisements constructed to communicate their meaning to the audience?</p> <p>This will introduce foundation knowledge for the Advertising CSP, and develop photoshop skills.</p>	<p>Music Business.</p> <p>How does the music business work? What is the difference between major and independent record labels? How is new music promoted?</p> <p>This will introduce foundation knowledge for the Music Video CSP, and further develop photoshop skills.</p>	<p>TV Crime Drama.</p> <p>How are narratives structured? What are the main character roles in a narrative?</p> <p>This will introduce foundation knowledge for the TV CSP, and introduce filming and editing skills.</p>	<p>Horror Film genre.</p> <p>How are audio and technical codes used to create tension? What are the convention in film trailer?</p> <p>This is further develop filming and editing skills.</p>	<p>TV News Reporting.</p> <p>How are stories chosen for a TV News bulletin? What techniques are used to engage the audience. How is news reporting regulated?</p> <p>This will introduce foundation knowledge for the Newspaper CSP.</p>	<p>CSP: Radio.</p>



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<p>SKILLS</p>	<p>Knowledge and Understanding. Codes and conventions of advertisements. Analyse. Deconstruct several print advertisements for drink products. Compare and contrast the techniques used in each. Linking each advert to their target audience. Create. Following a brief, design a print advert using the appropriate forms and conventions, create on Photoshop.</p>	<p>Knowledge and Understanding. The use of synergy in the representation of an artist, to engage the target audience. Analyse. Identify the representation of different artists/ bands in different music videos and CD covers. Create. Produce a storyboard for part of a music video. Design of a CD Cover using the appropriate forms and conventions, on Photoshop.</p>	<p>Knowledge and Understanding <i>Vladimir Propp's</i> theory of character roles. <i>Levi-Strauss'</i> theory of Binary Opposites <i>Barthes'</i> theory of Enigma <i>Todorov</i> theory of Narrative structure. Analyse. Three different genres of TV Crime Dramas (Sherlock, Midsummer Murders, Cagney and Lacey) Create. Story board, film and edit a short scene for their own Crime Drama.</p>	<p>Knowledge and Understanding. Codes and conventions of film trailers. Analyse. Deconstruct the codes and conventions from <i>The Woman in Black</i> (2012). Create. Story board, film and edit a 2-minute trailer for their own Horror film.</p>	<p>Knowledge and Understanding. <i>Galtung and Ruge</i> News Values. Gatekeeping. Analyse. Deconstruct a BBC 1 news bulletin. Identifying the codes and conventions, and the different techniques used to report news stories. Create. Create the running order for a news bulletin aimed at a teenage market. Script, film and edit the headline story package.</p>	<p>Knowledge and Understanding. How has radio provision for a teen market developed from BBC Radio 1 in 1967 to Apple Beats 1 in 2015? Analyse. BBC Radio 1: Tony Blackburn (1967). Apple Beats 1: Julie Adenuga (2016). Create. Plan the schedule for a 20-minute radio programme aimed at a teenage market. Script, record and edit a 3-minute section, with background music.</p>
<p>ASSESSMENTS</p>	<p>Marking Point 1. Extended writing piece. Analysis to compare and contrast the techniques used in each advert, linked to their target markets. Marking Point 2. Responding to a brief, design of own print advert, using the appropriate conventions</p>	<p>Marking Point 1. CD Cover design, using the appropriate conventions. Marking Point 2. Progress Test.</p>	<p>Marking Point 1. Extended writing piece. Analysis of the forms and conventions of one chosen TV crime programme. Marking Point 2. Edited scene.</p>	<p>Marking Point 1. Edited trailer Marking Point 2. Progress Test.</p>	<p>Marking Point 1. Written analysis of the forms and conventions of 2 TV bulletin. Analysis to compare and contrast the techniques used, linked to target audience and channel identity. Marking Point 2. Edited report.</p>	<p>Marking Point 1. Practical edited piece Marking Point 2 Progress Test.</p>



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