

Subject	Year	Term
Media Studies	10	2
Topic		
Promoting Media		
Content (Intent)		
Prior Learning (Topic)	TV Drama (Contemporary)	
<p>Film must be studied in relation to media industries only. Students need to study the set film in relation to all the subject content for 'media industries' which includes distribution, production and exhibition and the technologies involved.</p> <p>Video games must be studied in relation to media industries, media audiences and media language.</p>		
Future Learning (Topic) Magazines and NEA		
What Knowledge and Skills will be taught (Implementation)	How will your understanding be assessed & recorded (Impact)	
Students must investigate how the elements of the theoretical framework for media language are used to construct representations that target particular audiences within film marketing.	Assessment 1 Textual analysis on the marketing campaign for a set film.	
For video games students must consider the elements of the theoretical framework for media industries and audiences and examine how the producers of <i>The Lego Movie Game</i> have engaged with and identified their audience and examine issues of ownership and how these influenced the production, distribution and release of the game.	Assessment 2 A research presentation on the production and distribution of a set video game.	
How can parents help at home?		
Encourage them to read their notes from lessons on these topics and ask them questions about what they have learned.		
Helpful further reading/discussion (including Reading and Vocabulary Lists)		
Reading My Revision Notes: OCR GCSE (9–1) Media Studies Film Marketing into the Twenty-First Century	Vocabulary Lists Multimedia Franchise Prime Time SFX Ownership Censorship	