

Year 11 Countdown Plan

PERSONAL LEARNING CHECKLIST – MEDIA STUDIES

Exams & Dates = Paper 1: Television and Promoting Media – 18th May PM

Paper 2: Music and News – 2nd June PM

Week	Curriculum Knowledge	Actions to take to secure knowledge	How secure?			Revisited
Unit: Television - Industry						
12-16 Jan	I understand how TV is funded: case study BBC	<ul style="list-style-type: none"> Mindmap TV Funding structures: BBC Funding (license fee) with commercial funding (advertisements, subscriptions, streaming etc) Introduction - Television - GCSE Media Studies Revision - BBC Bitesize Use the bitesize page to revise the key ideas and complete the online quiz 				
	I understand key television industry responsibilities	Media Studies Concepts - Ofcom and U.K. Broadcast TV Regulation Watch the revision video <ul style="list-style-type: none"> Mindmap – what is a PSB? What is Ofcom? 				
	I understand how the set texts fulfil their PSB remit and industry expectations	<ul style="list-style-type: none"> GCSE Media - Vigil – Industry Watch the revision video. Make notes and identify examples you can use to discuss BBC, ITV, PSB				
Unit: Television Set Texts						
19-23 Jan	Scheduling and Uses and Gratification	Media Studies - Uses & Gratifications Theory - Simple Guide Watch the revision video and create PIES grid for Vigil and The Avengers				
	I can identify and analyse representations in Vigil and how an audience would react	GCSE Media - Vigil – Representation GCSE Media - Vigil - Audience Watch the revision videos Make notes on the key elements of representation with examples Make notes on how an audience would respond with examples				
	I can identify and analyse representations in The Avengers and how an audience would react	GCSE Media - The Avengers – Representation GCSE Media - The Avengers - Audience Watch the revision videos Make notes on the key elements of representation with examples Make notes on how an audience would respond with examples				
Unit: Music - Magazines						
26-30 Jan	I understand how the magazine Industry works (Case study: Bauer)	Magazines - Magazines - GCSE Media Studies Revision - BBC Bitesize Use the bitesize page to revise the key ideas and complete the online quiz				
	I can identify generic conventions of a magazine and MOJO	BTEC Media - Magazine Front Cover Conventions – watch the video and then annotate a cover of MOJO magazine.				
	I can identify how musicians are represented in MOJO covers and articles.	Look at MOJO’s website: Mojo Magazine Identify how musicians are represented and how this reflects MOJO’s values.				
Unit: Music – Music Videos						
2-6 Feb	I can identify generic conventions of music videos	History and codes and conventions of a music video Watch the revision video Make notes on the generic conventions of music videos				
	I can identify and analyse representations in Beyonce’s Brown Skin Girl	Watch the music video to revise the narrative GCSE Media - Brown Skinned Girl by Beyoncé Watch the revision video Identify examples of various representation elements, explaining how an audience would react.				
	I can identify and analyse representations in – The Lathums <i>I’ll Get By</i>	Watch the music video to revise the narrative GCSE Media - I’ll Get By by The Lathums Watch the revision video Identify examples of various representation elements, explaining how an audience would react.				
Unit: BBC Radio						
9-13 Feb	I know how BBC Radio is funded and regulated and fulfils	Introduction - Radio - GCSE Media Studies Revision - BBC Bitesize Use the bitesize page to revise the key ideas and complete the online quiz				
	I know the purpose of Live Lounge and how it attracts audiences	Stormzy - Blinded By Your Grace in the Live Lounge Watch the Live Lounge performance Identify elements that would attract an audience of 15-29 year olds that you can use in the exam				
	I can apply Uses and Gratification theory to episode	Revise the theory by watching the revision clip: Why do we watch TV? Uses and Gratification theory explained Apply PIES to the episode: Harry Styles - BBC Radio 1's Live Lounge 2017 - Full Show HD				

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Unit: Promoting Media - Industry						
23-27 Feb	I understand how a media conglomerate is structured (Case Study: Warner Brothers)	GCSE Media - The Lego Movie Video Game - Industry & Audience Watch the revision video Create 10 self quiz questions based on the information				
	I can describe and explain the methods used to promote a film	The LEGO® Movie - Official Main Trailer [HD] Identify examples of media language in the trailers The LEGO Movie - LEGO Ad Break - Official Warner Bros.				
	I can explain the benefits of vertical integration, horizontal	GCSE Media - The Lego Movie – Industry Watch the revision video				
Unit: Promoting Media – Media Language						
02/03/26 M O C K S	I can analyse media language in promotional materials (Case study: TLM trailer, ad break, posters)	OCR GCSE Media Studies / 11: Paper 1, Section B: The Lego Movie Promotional Campaign – YouTube Watch the revision video and identify examples you can use in the exam.				
	I understand how synergy works in media promotion	Categories - Film - GCSE Media Studies Revision - BBC Bitesize Use the bitesize page to revise the key ideas and complete the online quiz				
	I can explain how the texts attract the target audience	Watch the trailer: The LEGO® Movie - Official Main Trailer [HD] Identify 3 ways the trailer targets the family audience				
Unit: Promoting Media – Representation						
09/03/26 M O C K S	I can identify and explain representations in the promotional materials	OCR GCSE Media Studies / 12: Paper 1, Section B: Answering Q9 – YouTube Watch the revision video and work through the example shown.				
	I can identify and explain representations in TLM trailer and TV ad break	The LEGO® Movie - Official Main Trailer [HD] Identify examples from the trailer that show how gender, age, and heroes VS villains are represented The LEGO Movie - LEGO Ad Break - Official Warner Bros. Identify examples that show how gender, age, ethnicity are represented.				
	I can identify and explain representations in TLM Video game advert	The LEGO Movie Videogame Official Launch Trailer Identify examples from the trailer that show how the target audience are represented				
Unit: News - Industry						
16-20 March	I understand how the news industry is structured and regulated	Types of newspaper - Newspapers - GCSE Media Studies Revision - BBC Bitesize Use the bitesize page to revise the key ideas and complete the online quiz				
	I can describe and explain how technology has changed the news industry	Introduction - Websites - GCSE Media Studies Revision - BBC Bitesize Use the bitesize page to revise the effects of technology, completing the online quiz. EXTENSION: apply this knowledge to the news industry				
	I can identify generic conventions of different news forms	OCR GCSE Media Studies / Paper 2, Section B: News Watch the revision video and for each news form, make notes on the generic conventions				
Unit: News Media Language						
23-27 March	I can analyse a front cover of The Guardian/Observer	GCSE Media - The Guardian - Media Language & Representation (2021 onwards) Watch the revision video. Make notes and identify examples you can use to discuss the set text.				
	I can analyse the Guardian/Observer website/app	Latest news, sport and opinion from the Guardian : go to the website, identify 3 examples of generic conventions of the website				
	I can analyse how a house style reflects the company brand	Latest news, sport and opinion from the Guardian Looking at the website and front covers of The Guardian/The Observer – identify 5 examples of media language that create the brand's house style				
Unit: Key concepts and theories						
30 Mar – 3 Apr	I can explain how audiences are categorised	Watch the revision video about Psychographic audience categorisation. Create a mindmap about what psychographics is and each personality type: Media Studies - Young & Rubicam's 4Cs theory of psychographics - A simple guide				
	I can explain how an audience can be active	Media Studies - Active vs Passive Audiences - Key Words Media Studies - Uses & Gratifications Theory - Simple Guide Watch the revision video Create a flashcard with key ideas and examples				
	I understand the key terms and concepts of production, distribution and circulation	Watch the revision videos. Create a flow diagram of how a product is created and circulated. Extension: do this for Warner Brothers and BBC News. Media Studies - Vertical Integration - Key Words Media Studies - Distribution				

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Unit: Television						
6-10 April	I can identify and comment on the use of Media language in The Avengers	GCSE Media - The Avengers - Media Language Watch the revision video Create a flashcard with key ideas and examples				
	I can explain how the industry context influences The Avengers (Question 5)	GCSE Media - The Avengers – Industry Watch the revision video Create a flashcard with key ideas that show how the 1960s context influenced the production of The Avengers.				
	I can explain how the industry context influences Vigil (Question 5)	GCSE Media - Vigil - Industry Watch the revision video Create a flashcard with key ideas that show how the 2020s context influenced the production of Vigil.				
Unit: Promoting Media: The Lego Movie						
13-17 April	I understand how the film industry is structured to promote media texts	OCR GCSE Media Studies / 7: Paper 1, Section B: The Lego Movie Watch the revision video Create a flashcard with key ideas and examples				
	I understand how and why Warner Brothers would release a video game to promote a product	OCR GCSE Media Studies / 8: Paper 1, Section B: The Lego Movie Video Game – YouTube Watch the revision video Create a flashcard with key ideas and examples				
	I can discuss the use of media language and representation I the Lego Movie posters	The Lego Movie (2014) movie posters Look at the character posters and the main release poster. Identify 3 examples per poster of Media language that you can discuss.				
Unit: Music						
20-24 April	I can identify examples of representation in the music videos	Introduction - Ethnic, national and regional identity - GCSE Media Studies Revision - BBC Bitesize Use the bitesize revision page to revise this key concept Watch the music videos and identify 3 examples from each that discusses this area of representation The Lathums - I'll Get By (Official Music Video) Beyoncé, Blue Ivy, SAINT JHN, WizKid - BROWN SKIN GIRL (Official Video)				
	I can identify and comment on representation in MOJO	Older people - Representation of age - GCSE Media Studies Revision - BBC Bitesize Use the bitesize revision page to revise this key concept Using MOJO's front covers, identify 3 examples from each that discusses this area of representation				
	I can discuss MOJO's appeal to its target audience	Mojo - ABC - Delivering a valued stamp of trust - ABC UK create a flashcard that shows MOJO's circulation figures MOJO - Bauer Media Create an audience profile for the MOJO reader 'Dave'				
Unit: News						
27 April – 1st May	I understand how the news industry has changed	Marketing and distribution - Newspapers - GCSE Media Studies Revision - BBC Bitesize Using the Bitesize website, look at Marking and distribution online, ownership and editorial stance sections. Create a flashcard that has key information about The Guardian The Guardian - Profile - Hurst Media Company				
	I understand how the values of a news corporation are reflected in their product	The Guardian – YouTube Look at 3 stories from The Guardian's youtube channel: identify how these reflect the tolerant, progressive, liberal values of the newspaper.				
	I can analyse The Guardian's use of media language and representation	Watch the revision video, guiding you through an analysis. GCSE Media - The Guardian - Media Language & Representation (2021 onwards) Find today's cover from The Guardian and analyse the media language used and the representations created: The Papers - BBC News				
Unit: Exam technique Paper 1						
5-8 May	I understand how an audience would respond to the set text	GCSE Media - The Avengers – Audience Watch the revision video Make notes and identify key examples you could use in the exam				
	I understand how to approach Paper 1 Section B	OCR GCSE Media Studies / 9: Paper 1, Section B: Answering Q6 & 7 – YouTube Watch the revision video practise the questions in the video				
	I can discuss how audiences may react to a media text	How do media texts appeal to a target audience? - Audience appeal - GCSE Media Studies Revision - BBC Bitesize Use the bitesize website to revise general audience theory. Apply this to The Avengers and Vigil by identifying 3 examples from each text and explain how this would appeal to the audience. Apply this to The Lego Movie and The Lego Movie video game identifying 3 examples from each text and explain how this would appeal to the audience.				

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Unit: Exam technique Paper 1						
11-15 May	I know how to BUG the exam questions I know how to answer a TV Industry question (Paper 1 Q4)	Watch the revision video: OCR GCSE Media Studies / 5: Paper 1, Section A: Answering Q4 – YouTube Complete one of the practise questions				
	I know key industry terminology	Watch the revision videos. For each key word, write a definition and give an example in relation to our set texts (The Lego Movie, The Lego Movie Video Game, The Avengers, Vigil) Media Studies - Synergy - Key Words Media Studies - Intertextuality - Key Words Media Studies - Mise-En-Scene - Key Words				
	I can explain how film and video game industry influences their audience	OCR GCSE Media Studies / 10: Paper 1, Section B: Answering Q8 Watch the revision video and work through the example				
Unit: Paper 1 exam – 18/05 PM						
18-22 May	I understand the content of Paper 2 Section A	OCR GCSE Media Studies / Paper 2, Section A: Music – YouTube Watch the revision video that discusses what each question will ask you. REMEMBER YOUR SET TEXTS ARE BEYONCE – BROWN SKIN GIRL AND THE LATHUMS – I’LL GET BY				
	I understand how an audience would respond to the set text	Watch the music videos The Lathums - I'll Get By (Official Music Video) Beyoncé, Blue Ivy, SAINT JHN, WizKid - BROWN SKIN GIRL (Official Video) Identify 3 examples from each music video that you could use in the exam to discuss an audience’s response				
	I understand how to approach Paper 1 Section B	OCR GCSE Media Studies / 7: Paper 1, Section B: The Lego Movie Identify the 4 types of question you will be asked in this section (number of marks, time spent)				
Paper 2						
25-29 May	I know how to bug the exam questions	OCR GCSE Media Studies / Paper 2, Section A: Music REMEMBER YOUR SET TEXTS ARE BEYONCE – BROWN SKIN GIRL AND THE LATHUMS – I’LL GET BY Practise question 1s (12.00 time stamp) Read through the worked examples of question 2				
	I can structure a longer answer question (2 and 5)	OCR GCSE Media Studies / Paper 2, Section A: Music Practise question 2s (12.41 time stamp) Practise question 5 (14.23 time stamp)				
	I can identify and explain how a text can reflect various contexts (News)	Representation of events - Issues and Events - GCSE Media Studies Revision - BBC Bitesize Use the bitesize website to revise representation of events Look at the historical front covers and identify 3 examples				
Paper 2 – Tuesday 2 nd June PM						
1-5 June	I can talk about the news industry	Watch the revision videos. OCR GCSE Media Studies / Paper 2, Section B: News				