



RMA Media KS4 Curriculum Map for Teachers

Year 10	Unit 1: Media Language	Unit 2: Television	Unit 3: Advertising	Unit 4: Participatory Media	Unit 5: Newspapers	Unit 6: Film Industry
Close Study Products	A range of texts from film, television, and advertising	Dr. Who S1E1 (An Unearthly Child) His Dark Material S2E1 (City of Magpies)	OMO Print Advert Galaxy's Audrey Hepburn Advert NHS: Represent Campaign	Marcus Rashford's online media presence Kim Kardashian Hollywood Lara Croft: Go	The Times The Mirror	I, Daniel Blake (Loach, 2016) Black Widow (Shortland, 2021)
Areas of investigation	Understanding denotation and connotation Analysing mise-en-scene Camera shots and movement Semiotics Explaining how images create meaning	Genre conventions (Science-fiction and fantasy) The historical context of Dr. Who Television as a commercial industry Gender and race representations in television drama Narrative conventions (Todorov) Archetypes (Propp) In depth scene analysis Audience reception theory	The language of advertising How adverts use rhetoric to persuade audiences The power of nostalgia Star theory: Audrey Hepburn Shifting attitudes towards women in advertising What is CGI? Understanding intertextuality	How websites communicate meaning. Marcus Rashford's school meals and literacy campaigns. Representations of masculinity in the media. Representations of femininity in gaming.	The language and layout of tabloid and broadsheet newspapers. How the newspapers industry. Challenges facing the newspaper industry. What is 'news value'? How newspapers appeal to different audiences. The politics of newspapers. How newspapers represent different identities.	The industrial differences between Hollywood cinema and independent cinema. How film distribution works. How films target different audience demographics. How different types of films are funded. Low-budget vs high-budget productions. The advertising tactics of Hollywood and independent film.
Area of the framework assessed	Media Language	Media Language Audience Representation Industry	Media Language Representation	Media Language Audience Representation Industry	Media Language Audience Representation Industry	Industry Only
Assessment	Mid-point assessment/quiz End of topic test	Mid-point assessment/quiz End of topic test	Mid-point assessment/quiz Creative Assessment	Mid-point assessment/quiz End of topic test	Mid-point assessment/quiz End of topic test	Mid-point assessment/quiz End of topic test
Year 11	Unit 7: Magazines	Unit 8: Music Video	Unit 8: Coursework	Unit 9: Radio	Revision and Theory	
Core Knowledge	Tatler Heat	BLACKPINK Arctic Monkeys	N/A	Radio 1 – The Tony Blackburn Breakfast Show Kiss FM Breakfast Show	Revise all previous CSP topics	
Core Skills	How do different magazines target different audience demographics? How do magazines use media language to create meaning? How do magazines represent different identities?	How do music videos tell stories and engage viewers? How has the music video industry changed to keep up with the changing habits of audiences? How do mainstream and independent artists deal with the media to promote their products?	Students must demonstrate their knowledge of all four areas of the framework by showing they can apply them to a brief specified by AQQ. Students should be given 10 hours of in class time to complete this and the rest should be completed as independent work. Students also need to write a 200-word explanation of the creative decision they made.	How has radio changed to meet the changing demands of audience? How has technological advancement helped radio remain relevant? How do different stations target different audience demographics?	Use revision techniques, such as: Chunking, summarising, flash cards, brain dump, quizzes to recall content from year 10 and 11. Revisit key theories covered during the course and apply them to different CSPs.	
Area of the framework assessed	Media Language Representation	Industries Audience	Media Language Audience Representation Industry	Industry Audience	Media Language Audience Representation Industry	
Assessment	Mid-point assessment/quiz End of topic test	Mid-point assessment/quiz End of topic test	N/A Students to submit coursework in time for the AQA deadline	Mid-point assessment/quiz End of topic test	Media Paper 1 Exam Media Paper 2 Exam	