




YEAR 10 Spring 1

‘An ambitious curriculum that meets the needs of all’

Medium Term Planning - Topic: CSP Study – Film Industry and Revision

Curriculum Intent	<p>In addition to developing the skills and knowledge listed below, we aim to give all students access to a wide range of high-quality media texts in order to develop their inference and communication skills, as well as their cultural capital and empathy to allow them to be fulfilled in their future lives and employment and contribute positively to society.</p> <p>In addition to working further on objectives from Year 10, pupils will be taught, following National Curriculum guidelines, the following this term:</p> <ul style="list-style-type: none">• skills of enquiry, critical thinking, decision-making and analysis• acquisition knowledge and understanding of a range of important media issues• development of an appreciation and critical understanding of the media and their role both historically and currently in society, culture and politics• an understanding and application of specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed in order to make informed arguments, reach substantiated judgements and draw conclusions about media issues• an appreciation how theoretical understanding supports practice and practice supports theoretical understanding• development of practical skills by providing opportunities for creative media production
Skills/National Curriculum Links	
Cross Curricular Links	<p>SMSC: Individual liberty, mutual respect and tolerance are represented by the choice of texts within the unit and taught explicitly in some of the topics covered.</p> <p>PSHE/British Values:</p> <p>Literacy: Key Vocabulary distributed to students. Vocabulary includes: representation, mise en scene, audience, industry, advert, receiver.</p> <p>Numeracy: n/a</p> <p>Skills Builder:</p>
Becoming future ready	<p>Personal Skills: communication, problem-solving, imagination.</p> <p>Careers/Employability: exposure to advertising and music industry.</p>
Adaptation	<p>Throughout this topic, quality first teaching will provide differentiation:</p> <p>By product:</p> <p>By resource:</p> <p>By Intervention: by providing different levels of supervision and support</p> <p>By Progressive Questioning: exploring pupils’ understanding through interactive dialogue.</p> <p>By Grouping: according to prior attainment, gender, social preference, preferred learning style.</p> <p>By Task: Pupils should be involved in the identification of targets which are meaningful to them and in the selection of an appropriate task from the given range.</p> <p>By Offering Optional Activities: In class or as homework, to extend learning.</p> <p>This QFT/SEND provision will be explicit within the lesson-by-lesson schemes of work.</p>
QFT/SEND Provision	
Implementation Curriculum Delivery	<p>To be able to:</p> <ul style="list-style-type: none">• Understand key media terminology.• Understand industry and audience.

Learning Outcomes (Knowledge)	<ul style="list-style-type: none"> Understand audience and industry. Develop practical and creative skills. <p>Key Vocabulary:</p>  <p>Subject specific vocabulary GCSE Mec</p>
Assessment	Refer to assessment maps for formative and summative assessment opportunities.
Impact	Attainment and Progress – Refer to assessment results / data review documentation.

Year 10



Study CSPs in pairs and threes, with other relevant media products, ensuring that those related to the NEA to be undertaken at the start of year 11 are covered.

For each group of products, cover analysis, knowledge and practical skills, plus using other related products. Student should be gaining practice in unseen analysis, using print, printed website, video and audio clips. Students should be having regular quick quizzes to test recall of terminology and subject content.

CSPs Film industry (targeted, focusing on Media industries)

CSPs Music videos (targeted, focusing on Media audiences and Media industries)

CSPs Radio (targeted, focusing on Media industries and Media audiences)

Week	Topic	Specification reference
1	Students review adverts, identify areas for improvements.	Media language: Choice of media language
2	Make improvements to all three adverts.	
3	Return to CSPs and revise understanding in the light of students' own understanding as media creators. Discuss selection, exclusion and combining of media language elements to conform to codes and create meanings.	Media representations: Re-presentation

Week	Topic	Specification reference
4 – 5	<p>The film industry</p> <p>CSPs Film industry (targeted, focusing on media industries):</p> <ul style="list-style-type: none"> • <i>Black Widow</i> • <i>I, Daniel Blake</i>. <p>Set each CSP within its context. Focusing on the industry, not on the content of the films themselves. Use notes in CSP booklet to help devise specific learning activities. Practical activities: Create a timeline of marketing activities for the re-launch of <i>I, Daniel Blake</i> to maximise its audience in the UK. There is no limit to the budget this time round.</p> <p style="text-align: center;">Assessment question:</p> <p style="text-align: center;">‘Low budget and independent film productions cannot hope to compete with Hollywood blockbusters.’</p> <p style="text-align: center;">How far do you agree with this statement?</p> <p style="text-align: center;">In your answer you must consider:</p> <ul style="list-style-type: none"> • <i>Black Widow</i> (2021) and <i>I, Daniel Blake</i> (2016) <ul style="list-style-type: none"> • film funding, income and expenditure • marketing and distribution. <p style="text-align: right;">[20 marks]</p>	<p>Media industries</p> <p>Ownership</p> <p>Commercial industries</p> <p>Regulation</p>