

Curriculum Intent

Curriculum Vision - Media Studies

Our teaching of Media Studies focuses on the media's central role in contemporary culture, society and politics and how it shapes our perceptions of the world through the representations, ideas and points of views offered. By studying a mixture of printed media, vlogs, pop videos, film marketing and much more and through the production of their own media product as coursework, we aim to engender a fascination with the ways in which media can be consumed and produced.

The media has real relevance and importance in our lives today, locally, nationally and internationally; we intend that through their studies, our media students will leave us both as active and informed consumers and, potentially, as the next generation of media creators.

We ensure that our teaching of Media Studies helps students to recognise the importance of the media and its influence in all our lives through key ideas around representation of class, race and gender, technological developments, audience and cultural context.

All students

All learners will study a range of named theorists and apply them to the board's set texts in order to support critical exploration and reflection, analysis and debate. They will study of a wide range of products, including adverts, video games and online media, offering opportunities for detailed analysis of how the media communicate meanings in a variety of forms. In the classroom, students will explore key critical questions raised by theorists in both writing and discussion. Through studying media products holistically in relation to all areas of the theoretical framework, learners will engage with the dynamic relationships between media products, media industries and audiences in a variety of ways such as debate, research and written response. Learners will consider established media forms – such as newspapers – alongside more contemporary form such as YouTube, developing an awareness of emerging and evolving media. All students will have the opportunity to create their own media product as coursework which entails editing, audio-visuals, web links and imagery.

Successful navigation of the subject within the world

Although the primary emphasis in this specification is on the contemporary media, learners will explore how the products relate to their wider historical contexts. Learners will also extend their experience of the media through the study of products with which they may be less familiar, including those produced by or for a minority group, non-mainstream and non-English language products. This specification aims to develop knowledge and understanding of the transnational nature of the media, considering the effect of different national contexts on representations in media products, the global reach of media industries, and the targeting of audiences on a national and global scale. From a Careers perspective, students will develop analytical, ICT and creative skills.

Media Studies

EXAM
FINAL EXAM

Exam
preparation

Further
Unseen &
theory revision

PPE –
Paper 2

Year 13

- As we move from Year 12 to 13, students are now ready to apply everything they now know about existing media products in order to create their own (the NEA aka coursework)!
- Running parallel to this, we continue to move through the Component 2 set texts. TV and Magazines are studied in Year 13 as they are the most challenging and in-depth of the set texts.
- We take care to leave plenty of time for revision in the final weeks of the course, and plenty of practice with unseen texts underpins this.

YEAR
13

NEA/TV

Magazines

Online
Media Pt 2

NEA/Online
Media

PPE – Paper 1
(& revision)

Unseen

Radio/Film
marketing

Music videos

Adverts/video
games

YEAR
12

Year 12

- We begin with the lead in topic of adverts, a more straightforward media form, to test base analysis skills. We then move into exciting and less familiar forms of study – video games and music videos.
- We then build our layers of subject knowledge by looking at how audiences are manipulated with a key topic area: marketing.
- As we draw near to our first PPE, we see how our skills have developed by applying them to unseen texts

