

Curriculum

The world is changing... constantly. To be able to understand it – and adapt to it – we believe young people need a compelling Media education. The comprehension, communication and creative skills that stem from studying this subject, give an essential foothold for any ambitious, enthusiastic student in the 21st century.

We are all Media consumers. And there is a sea of content out there. Therefore, exposure to it is inevitable. But just as important is the decision of what you choose to consume – and what you choose to question. Our aim in Media Studies is to foster an inquiring mindset and promote both theoretical and practical understanding. You will analyse many forms of Media, including – but not limited to – television, film, gaming, and advertising. You will learn to think more deeply about the world and question the information around them, allowing you to develop their own political, moral, and social views in a world where you are surrounded by media industries who are trying to influence you.

Confidence is key. In Media Studies you can find your voice and realise what it takes to carve out your niche, or be heard amongst the masses. The industry demands collaboration, as well as individual flair. The skills of the individual are just as essential as the ability to be part of a team, so we make sure our students have opportunities to work independently and as part of a group, equipping them with the vital technology and communication skills required to succeed in the 21st Century workplace.

The possibilities are endless. Gaining an understand of the vastness of the Media industry at an early stage, gives students a huge advantage. Studying in this way creates opportunities to express yourself and discover avenues for progression towards future careers. All this in a world where the job of your dreams, may not yet exist... Time to go and make it!

	What pupils will learn	How it builds on learning
Year 10	Introduction to Media Studies (Autumn Term 1)	Students will be introduced to the key concepts and terminology that they will need to succeed in Media Studies.
	Component 1, Section A: Advertising (Autumn Term 1)	Students will apply what they have learned in the introduction, as well as analysis skills from Key Stage 3 English, to study the set print advertisements for the exam. We consider representations of gender in the media, building on skills gained in Key Stage 3 English and PSHE.
	Component 1, Section A: Magazines (Autumn Term 2)	Students will continue to use their analysis skills from the Advertising unit. They will also begin to apply these skills independently by analysing unseen texts. We consider representations of gender and ethnicity, further building on skills from the previous unit.
	Component 1, Section A and B: Film Promotion (Autumn Term 2/Spring Term 1)	Students continue to build on and develop their analysis skills. The study of Media Industries is also introduced, where students consider how industries create, market and distribute their products.

	Component 1, Section B: Radio (Spring Term 1)	This builds on learning about media industries in the previous unit. We also learn about how media products reach audiences and how and why audiences consume media products, building on discussions from the introduction.
	Component 1, Section A and B: Newspapers, in-depth study (Spring Term 1 & 2)	This unit involves applying skills from all the previous units, as well as building on skills from PSHE, looking at how the news portrays political issues and how and why news sources may be biased.
	Component 1, Section B: Video Games (Summer Term 1)	This unit builds on study of industries and audiences from previous units, as well as consideration of online media, as introduced in the Radio unit.
	Component 3: NEA (Summer Term 2)	As well as revision and completing mock exams, students will begin to consider how they can apply all the conventions they have learned about to a media text of their own.
	What pupils will learn	How it builds on learning
Year 11	Component 3: NEA (Autumn Term 1)	Students will begin to consider how they can apply all the conventions they have learned about to a media text of their own. They will use editing skills gained from homework throughout Year 10.
	Component 2: TV Crime Drama (Autumn Term 2)	This unit involves skills from all the previous units, this time applying those skills to audio-visual media texts for the first time. Students will have an opportunity to look at a current and historic media text, developing comparison skills from previous units and English.
	Component 2: Music Video (Spring Term 1)	This unit involves skills from all the previous units, again applying those skills to audio-visual media texts although in a different context.

Assessment

How students are assessed (including ongoing/formative + key dates if helpful)

Students work will be marked twice a half term, and this will involve marking of exam questions. In Year 10, students will be able to sit a full Component 1, and a full Component 2 in Year 11, as part their mock exams.

Supporting your child

What you can do at home:

Help students remain up-to-date with what is happening in the media around them. Encourage them to get their news from multiple sources and look out for bias. Encourage them to read magazines, watch documentaries and consider how the media around them affects the way they see the world.

Equipment:

Other than standard (Pencil case, HB pencils, pencil sharpener; rubber, coloured pencils, black or blue biros, or ink pen and cartridges, short ruler, reading book – and charged iPad)

Students will be given their own copies of the set products. They must ensure that they keep these safe, and up-to-date with notes from class.

Extended learning

Homework policy:

You will be expected to work on your coursework, including gathering images/footage, independently, and regularly showing your teacher what you have done towards your work.

Clubs/ Enrichment opportunities:

Revision sessions will be offered in the run up to mock exams

Relevant guest speakers for Aspirational Fridays

Extended study suggestions and reading lists:

You are all media consumers – take advantage of what is around you!

Possible trips and visits:

We will seek to arrange visits of speakers who work in different Media industries for Aspirational Fridays. We will also look to arrange trips alongside Sixth Form students in the future.