

Media Studies

Intent:

We are a creative department, aiming to provide students with the knowledge, skillset and passion for the Media. Our curriculum aims to equip students with the necessary technical, analytical and literacy skills to confidently succeed in their chosen career path and become lifelong learners.

The Big Picture—Intent:

Year 10 Media Studies is a challenging yet welcoming introduction to the study of Media. From advertising and marketing to newspapers and magazines, students will engage and respond to a wide range of media texts to develop their understanding of the media and their analytical skills.

**YEAR 10
MEDIA**

Content / Units	Skills	Knowledge	Prior—KS3 English	Next— A Level
Advertising and Marketing, Newspapers, Magazines, Film, Video Games, Radio and start of NEA practical production course-work.	<p>AO1: Demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> the theoretical framework of media contexts of media and their influence on media products and processes. <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p> <p>AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.</p> <p>The table below shows the weighting of each assessment objective for each component and for the qualification as a whole.</p>	Students are baseline tested and then follow schemes which develop understanding of the media and analytical skills. The schemes include texts similar to those studied later in school to build confidence and resilience. Topics have been selected to engage students whilst also stretching and challenging them. Some legacy GCSE texts have been included to increase challenge. Media terminology and theory will be covered in the majority of lessons to build students confidence for the GCSE exam. Through the various topics covered over the year, students will acquire knowledge of advertising, film marketing, newspapers, magazines, video games and radio to help prepare them for A Level and beyond.	Analysis of literary texts in English.	Further development of analytical, and the introduction of evaluation skills and application of theory.

Implementation	Marches Futures Links	Summative Assessment
<p>There will be six units (plus the start of the coursework unit) of varying lengths based on the required skills needed for the GCSE exam. Each lesson will include at least one LORIC skill.</p> <p>Independence and study skills will be fostered through: challenging texts and questions, group and pair work, modelling, homework and independent reading of media theories.</p> <p>Flipped learning, comprehension tasks, analytical tasks and creative work will be set for homework.</p> <p>Students’ revision skills will be developed by in class and homework assessment preparation.</p> <p>WOW moments: students learning about politics and how they’re represented in newspapers, gender and ethnicity representation in magazines, how culture affects film posters from various times, the creation of their own film poster and DVD cover, as well as various presentations to the class.</p> <p>Literacy skills will be addressed through: key terminology and theory, homework and independent reading of media theories.</p>	Set texts, set by the exam board, link to society, cultural and historical contexts in relation to gender representation and the role of women. Various links to careers are made throughout the year, particularly when studying industry and practical coursework.	<p style="text-align: center;">Autumn</p> <p style="text-align: center;">Baseline Testing – Key Skills</p> <p style="text-align: center;">Assessments: Advertising and Marketing, Magazines and Film</p> <p style="text-align: center;">Spring</p> <p style="text-align: center;">Assessments: Newspapers, Video Games</p> <p style="text-align: center;">Summer</p> <p style="text-align: center;">Assessments: Radio.</p> <p style="text-align: center;">GCSE past paper exam – Component 1.</p>

Impact:

Good: Students can access KS4 work. They understand and analyse set texts and example media texts, as well as comparing them to one another.

Better: Students can confidently engage with KS4 work: They understand and analyse set texts and example media texts with control and ambition, as well as comparing them to one another confidently.

Excellent: Students confidently engage with the most challenging KS4 texts. They demonstrate evaluative skills when reading and analysing texts. They analyse and compare with ambition, creativity and fluency.

The Big Picture—Intent:

Year 11 Media Studies continues the study of Media but with deeper analysis and production. From TV to music videos and online media, students will further engage and respond to a wide range of media texts in a detailed manner to develop their understanding of the media.

**YEAR 11
MEDIA**

Content / Units	Skills	Knowledge	Prior—KS3 English	Next— A Level
TV, Music Videos and Online Media.	<p>AO1: Demonstrate knowledge and understanding of:</p> <ul style="list-style-type: none"> the theoretical framework of media contexts of media and their influence on media products and processes. <p>AO2: Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.</p> <p>AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.</p> <p>The table below shows the weighting of each assessment objective for each component and for the qualification as a whole.</p>	The schemes include texts similar to those studied later in school to build confidence and resilience. Topics have been selected to engage students whilst also stretching and challenging them. Some legacy GCSE texts have been included to increase challenge. Media terminology and theory will be covered in all lessons to further build students confidence for the GCSE exam. Through the various topics covered over the year, students will acquire knowledge of TV, Music Videos and Online Media to help prepare them for A Level and beyond.	Analysis of literary texts in English.	Further development of analytical, and the introduction of evaluation skills and application of theory.

Implementation	Marches Futures Links	Summative Assessment
<p>There will be two in-depth units (plus the completion of the coursework unit) of varying lengths based on the required skills needed for the GCSE exam. Each lesson will include at least one LORIC skill.</p> <p>Independence and study skills will be fostered through: challenging texts and questions, group and pair work, modelling, homework, practise exam questions and planning, and independent reading of media theories.</p> <p>Flipped learning, comprehension tasks, analytical tasks and creative work will be set for homework.</p> <p>Students' revision skills will be developed by in class and homework assessment preparation.</p> <p>WOW moments: students learning about the TV industry in terms of representation and audience, and the context and history of music videos in terms of appeal to audience, plus the completion of their own film poster and DVD cover, as well as various presentations to the class.</p> <p>Literacy skills will be addressed through: key terminology and theory, homework and independent reading of media theories.</p>	Set texts, set by the exam board, link to society, cultural and historical contexts in relation to gender representation and the role of women. Various links to careers are made throughout the year, particularly when studying industry and practical coursework.	<p style="text-align: center;">Autumn</p> <p>GCSE past paper question – full component 1, TV. Plus a TV assessment.</p> <p style="text-align: center;">Spring</p> <p>GCSE past paper question – full component 1 and component 2, section A, Music Videos and Online Media.</p> <p>Plus a Music Video and Online Media assessment.</p> <p style="text-align: center;">Summer</p> <p>In class full GCSE Component 1 and 2 past paper questions.</p>

Impact:

Good: Students can access KS4 work. They understand and analyse set texts and example media texts, as well as comparing them to one another.

Better: Students can confidently engage with KS4 work: They understand and analyse set texts and example media texts with control and ambition, as well as comparing them to one another confidently.

The Big Picture—Intent: Year 12 Media Studies is a challenging yet welcoming introduction to the study of KS5 Media and follows on well from KS4 study. From advertising and marketing to newspapers and music videos, students will engage and respond to a wide range of media texts to develop their understanding of the media and their analytical skills.

**YEAR 12
MEDIA**

Content / Units	Skills	Knowledge	Prior—KS3 English	Next— Degree/ Work
Advertising and Marketing, Newspapers, Music Videos, Film, Video Games, Radio and start of NEA practical production course-work.	<p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media contexts of media and their influence on media products and processes.</p> <p>AO2: Apply knowledge and understanding of the theoretical framework of media to: analyse media products, including in relation to their contexts and through the use of academic theories evaluate academic theories make judgements and draw conclusions.</p> <p>AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.</p> <p>The table below shows the weighting of each assessment objective for each component and for the qualification as a whole.</p>	Students are baseline tested and then follow schemes which develop understanding of the media and analytical skills. The schemes include texts from the specification as well as additional challenging texts to build confidence and resilience. Topics have been selected to engage students whilst also stretching and challenging them. Some legacy A Level texts have been included to increase challenge. Media terminology and theory will be covered in the majority of lessons to build students confidence for the A Level exam. Through the various topics covered over the year, students will acquire knowledge of advertising, film marketing, newspapers, music videos, video games and radio to help prepare them university, work and beyond.	Analysis of literary texts in English.	Further development of analytical, and the introduction of evaluation skills and application of theory.

Implementation	Marches Futures Links	Summative Assessment
<p>There will be seven units of varying lengths based on the required skills needed for the A Level exam. Each lesson will include at least one LORIC skill.</p> <p>Independence and study skills will be fostered through: challenging texts and questions, group and pair work, modelling, homework and independent reading of media theories.</p> <p>Flipped learning, comprehension tasks, analytical tasks and creative work will be set for homework.</p> <p>Students’ revision skills will be developed by in class and homework assessment preparation.</p> <p>WOW moments: students learning about politics and how they’re represented in newspapers, gender and ethnicity representation in music videos, how culture affects print adverts from various times, as well as many class debates and presentations.</p> <p>Literacy skills will be addressed through: key terminology and theory, homework and independent reading of media theories.</p>	Set texts, set by the exam board, link to society, cultural and historical contexts in relation to gender representation and the role of men and women, in addition to the role and representation of social classes. Various links to careers are made throughout the year, particularly when studying industry and practical coursework.	<p style="text-align: center;">Autumn</p> <p style="text-align: center;">Baseline testing – A Level exam</p> <p style="text-align: center;">Assessments: Advertising and Marketing, Newspapers and TV.</p> <p style="text-align: center;">Spring</p> <p style="text-align: center;">A Level mock exam</p> <p style="text-align: center;">Assessments: Film and Radio.</p> <p style="text-align: center;">Summer</p> <p style="text-align: center;">Assessments: Video Games and Music Videos.</p> <p style="text-align: center;">A Level mock exam</p>

Impact: Good: Students can access KS5 work. They understand and analyse set texts and example media texts, as well as comparing them to one another. Better: Students can confidently engage with KS5 work: They understand and analyse set texts and example media texts with control and ambition, as well as comparing them to one another confidently. Excellent: Students confidently engage with the most challenging KS5 texts. They demonstrate evaluative skills when reading and analysing texts. They analyse and compare with ambition, creativity and fluency.

The Big Picture—Intent: Year 13 Media Studies continues the study of Media but with deeper analysis and production. From Magazines to Online Media, students will further engage and respond to a wide range of media texts in a detailed manner to develop their understanding of the media, in addition to completing their practical production coursework.

**YEAR 13
MEDIA**

Content / Units	Skills	Knowledge	Prior—KS3 English	Next— Degree/ Work
TV, Magazines, Online Media and the end of NEA practical production coursework.	<p>AO1: Demonstrate knowledge and understanding of: the theoretical framework of media contexts of media and their influence on media products and processes.</p> <p>AO2: Apply knowledge and understanding of the theoretical framework of media to:</p> <ul style="list-style-type: none"> analyse media products, including in relation to their contexts and through the use of academic theories evaluate academic theories make judgements and draw conclusions. <p>AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.</p> <p>The table below shows the weighting of each assessment objective for each component and for the qualification as a whole.</p>	The schemes include texts from the specification as well as additional challenging texts to build confidence and resilience. Topics have been selected to engage students whilst also stretching and challenging them. Some legacy A Level texts have been included to increase challenge. Media terminology and theory will be covered in all lessons to further build students confidence for the A Level exam. Media terminology and theory will be covered in the majority of lessons to build students confidence for the A Level exam. Through the various topics covered over the year, students will acquire knowledge of advertising, film marketing, newspapers, music videos, video games and radio to help prepare them university, work and beyond.	Analysis of literary texts in English.	Further development of analytical, and the introduction of evaluation skills and application of theory.

Implementation	Marches Futures Links	Summative Assessment
<p>There will be three in-depth units, plus the completion of the coursework unit, of varying lengths based on the required skills needed for the A Level exam. Each lesson will include at least one LORIC skill.</p> <p>Independence and study skills will be fostered through: challenging texts and questions, group and pair work, modelling, homework, practise exam questions and planning, and independent reading of media theories.</p> <p>Flipped learning, comprehension tasks, analytical tasks and creative work will be set for homework.</p> <p>Students' revision skills will be developed by in class and homework assessment preparation.</p> <p>WOW moments: students learning about the Magazine industry in terms of representation and audience, and the context of online media in terms of appeal to audience, plus the completion of their own practical production coursework to include both still and moving image, as well as various presentations to the class.</p> <p>Literacy skills will be addressed through: key terminology and theory, homework and independent reading of media theories.</p>	Set texts, set by the exam board, link to society, cultural and historical contexts in relation to gender representation and the role of men and women. In addition, the and representation of social classes and sexuality in modern and historical texts is also covered. Various links to careers are made throughout the year, particularly when studying industry and practical coursework.	<p style="text-align: center;">Autumn</p> <p>A Level past paper question – full component 1 and component 2 section A. Magazines.</p> <p style="text-align: center;">Spring</p> <p>A Level past paper question – full component 1 and component 2, sections A and B, Online Media.</p> <p style="text-align: center;">Summer</p> <p>In class full A Level Component 1 and 2 past paper questions.</p>

Impact: Good: Students can access KS5 work. They understand and analyse set texts and example media texts, as well as comparing them to one another. Better: Students can confidently engage with KS4 work: They understand and analyse set texts and example media texts with control and ambition, as well as comparing them to one another confidently. Excellent: Students confidently engage with the most challenging KS4 texts. They demonstrate evaluative skills when reading and analysing texts. They analyse and compare with ambition, creativity and fluency.