

Key Stage 4 – Media Studies

Intent	Implementation	Impact
The vision for GCSE Media Studies is to develop students who can think critically, communicate effectively, and engage creatively with the media that shapes their world. Students learn how media texts are constructed, how they influence audiences, and how industries operate, through the study of a broad range of forms and theoretical perspectives. The subject promotes key values such as independence, creativity, and social awareness. It supports whole-school aims by building literacy, cultural capital, and personal development, while linking closely to careers in the creative industries. The end goal is to prepare students for further study, media-related careers, and informed, lifelong engagement with the media.	GCSE Media Studies is delivered through direct teaching, practical work, and analysis, using diverse multimedia resources. The curriculum follows a two-year spiral sequence, building knowledge from foundational concepts in Year 10 linked to Advertising, Film, Newspapers, Magazines, Video Games and Radio to advanced analysis and production in Year 11 with coursework, TV and Music Videos. Key topics include media language, representation, audience, and industry. Teaching methods involve collaboration, discussions, case studies, and formative assessments. Students receive differentiated support and targeted feedback, with extension tasks to challenge and engage all learners.	The GCSE Media Studies curriculum develops students' critical thinking, creativity, and media literacy, enabling them to understand and engage with the media-rich world around them. Progress and attainment are measured through regular formative assessments and summative exams, with GCSE results reflecting strong outcomes in analysis and production skills. Evidence of knowledge retention and progression is seen in students' ability to apply media concepts confidently across different topics and assessments. We monitor learning through continuous assessment, feedback, and class discussions to ensure curriculum goals are met. Success in Media Studies is where students who think critically about media messages, communicate effectively, and produce creative media texts independently.

Assessment

In GCSE Media Studies, assessment is used continuously to guide teaching and support student progress through both formative and summative methods. Formative assessments such as quizzes, class discussions, and draft submissions help identify gaps in understanding and inform lesson adjustments. Summative assessments, including mock exams and final coursework, evaluate overall achievement and mastery of key skills. Students receive clear, targeted feedback both verbally and in writing, which highlights strengths and specific areas for improvement. They are given dedicated time and opportunities to act on this feedback by revising their work, deepening their understanding, and refining their skills, fostering a growth mindset and sustained progress.