

Media Studies: Statement of Intent

The Media Studies Department aims to create inquisitive and critical media literate students who are able to navigate and understand the power and impact that media has on the modern world. We seek to empower students to interpret the messages, biases and ideologies of media texts and understand how these are constructed. We offer pupils a curriculum which is tailored to GCSE success while consistently using modern contemporary resources which are relevant to their lives.

We expose students to a range of wider cultural and technical knowledge from media industries including newspapers, advertising, film, television and new-media. They are introduced to sociological, political and narrative theories which help them make sense of both media texts and the world around them.

Media Studies allows for students to be introduced to different viewpoints and experiences and consider the impact of the media on current events. They are able to develop their analytical skills and express their arguments in a clear and sophisticated manner. Additionally, we develop students' practical skills developing familiarity with media software to produce their own texts.

We intend for Media students to have a broad and diverse view of issues of representation and media influence and be prepared to use critical thinking skills in their future.

Curriculum Links: Pre-Knowledge

Subject	Y7	Y8	Y9
English	Inference Analysis Structure LGBTQ Representation	Connotations and Inference Feminism Racial Equality	Narrative Structure Dramatic Devices / Mis En Scene
History		Racial Equality Propaganda Bias – Source Evaluation	Propaganda
Geography	Social and Cultural Norms (Conventions)	Globalisation Human Geography – Demographics	Social and Cultural Norms (Conventions)
Performing Arts		Visual/Textual/Aural Codes	Historical Context

	Autumn Term		AP1	Spring Term		Summer Term		AP2
	Module 1 and Module 2			Module 3	Module 4	Module 5	Module 6	
	15 Weeks			13 Weeks		5 Weeks	8 Weeks	
Year 10	Understanding Media Language	Media Language and Representations Set Texts : Advertising	Assessment Point 1: Media Paper 1 : Set Text and Unseen Text Film Advertising	Representation and Audience: Set Text: Music Videos	Audiences and Industries: Set Texts: Magazines Pre Production: Coursework	Putting Theory into Practice: Coursework – Media Product	Industries and Ideologies: Set Texts: Newspapers and Print Media	Assessment Point 2 : Newspapers Magazines + Unseen Text Music Videos
Year 11	Industry and Audience: Set Texts: Video Games	Representation And Industries: Set Text: Television	Assessment Point 1: Media Paper 1 Full Media Paper 2 Television	Representation and Audiences: Set Text : Radio Drama	Revision of All Set Texts			
					Exam-Writing Skills and Revision Strategies			

Interleaved Media Theories: Audience – Industry – Ideology – Representation

Set Texts: Spectre/The Man With the Golden Gun, Quality Street, This Girl Can, The Archers, Taylor Swift, Bruno Mars, Fortnite, Pride Magazine, GQ Magazine, Luther, The Sweeney,

British Values: Curriculum

British Values	Media Studies - Application
Democracy	Media Audiences – Ideology, Left Wing/Right Wing, Partisan News, Bias, Citizen Journalism Set Texts: The Guardian, The Sun, Spectre, The Man With the Golden Gun
The rule of law	Media Industries – Conglomerates, Monopoly, Piracy, OFCOM Set Texts: Luther, Spectre, Fortnite, Music Videos
Individual liberty	Media Industries – Censorship, Freedom of Expression, Social Media, Hate Speech, Watershed Set Texts: Spectre, Luther, The Guardian, The Sun, Music Videos
Mutual respect for and tolerance of differences	Media Representations – Feminism, Orientalism, Progressive and Regressive Representation, Socio-Economic Class, LGBTQ Set Texts: This Girl Can, Quality Street, Fortnite, The Man With the Golden Gun, Luther, The Sweeny , Pride, GQ