MEDIA STUDIES

'It is not entirely true that a TV producer or reporter has complete control over the contents of programs. The interests and feelings of the audience having as much to do with the what is on television as do the ideas of the producer and the reporter.' Neil Postman

We live in a world where the media permeates every level of our lives and it is almost impossible to remain untouched by its influence. We spend an increasing amount of time engaging with the media: watching film and television; listening to the radio; reading newspapers and magazines; surfing the internet; playing video games. Media texts have the opportunity to have enormous impact on our everyday lives and it is essential that we develop the skills to consider them critically, developing an understanding of not only the message that they intend to communicate but how that message is constructed.

Through a study of media, we aim to develop students that:

• demonstrate skills of enquiry, critical thinking, decision-making and analysis;

• demonstrate a critical approach to media issues;

• demonstrate appreciation and critical understanding of the media and their role both historically and currently in society, culture, politics and the economy;

• develop an understanding of the dynamic and changing relationships between media forms, products, industries and audiences;

• demonstrate knowledge and understanding of the global nature of the media;

• apply theoretical knowledge and specialist subject specific terminology to analyse and compare media products and the contexts in which they are produced and consumed;

• make informed arguments, reach substantiated judgements and draw conclusions about media issues;

• engage in critical debate about academic theories used in media studies;

• appreciate how theoretical understanding supports practice and practice supports theoretical understanding;

• demonstrate sophisticated practical skills by providing opportunities for creative media production;

KS4 Media Studies Curriculum Overview *(Year 9, 10 & 11)*

Learners study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. The following forms are studied in depth through applying all areas of the framework: newspapers, television, music video and online, social and participatory media. Advertising and marketing, film, video games, radio and magazines are studied in relation to selected areas of the framework. Areas of the framework are studied in the following way across the three components.

KS5 Media Studies Curriculum Overview *(Year 12 & 13)*

At A-Level learners get the opportunity to develop a thorough and in depth understanding of these key issues, using a comprehensive theoretical framework and a variety of advanced theoretical approaches and theories to support critical exploration and reflection, analysis and debate which can be expanded on by their GCSE knowledge, although GCSE Media is not required to access this course. The study of a wide range of rich and stimulating media products is central to the specification, offering opportunities for detailed analysis of how the media communicate meanings in a variety of forms. Learners will work from the product outwards to debate key critical questions related to the social, cultural, political and economic role of the media. 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. Learners will also consider established media forms alongside more contemporary forms, developing an awareness of emerging and evolving media.

YEAR 9

In the first year of Media Studies, we introduce the core theoretical framework and apply this to our Advertising & Marketing, Film Marketing and our practical skills units. You will receive one practical lesson a fortnight and four theory lessons.

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
TOPIC	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:
	Intro to theoretical framework: Media Language, Representation & **Quality Street** Print Advert – (1956) & **NHS 111** Print Advertising Campaign– (2023)	**Intro to Flashcard** Revision & **The Man with The Golden Gun** Film Poster - (1974)	**The Man with The Golden Gun** Film Poster – (1974)	**No Time To Die** Film Poster (2021)	**No Time To Die** Film Poster (2021)	**NEA PPE** Creating a Magazine Front Cover & Article
	Practical Lessons:	Practical Lessons:	Practical Lessons:	Practical Lessons:	Practical Lessons:	Practical Lessons:
	L1: Intro to Camera **L2**: Emotive Shots **L3**: Emotive Shots Part 2	**L4**: Intro to Photoshop **L5**: Photoshop Emotions **L6**: Christmas Card	**L7**: Photoshop Fonts **L8**: Romance Posters **L9**: Western Posters	**L10**: Personal Film Poster Genre **L11**: Magazine C&C Analysis **L12**: Article & Photoshop Formatting	**L13**: Magazine Photography **L14**: Writing Magazine Articles	**L1-2**: Research **L3-5**: Planning **L6**: SOA (250 words) **L7**: Pre-Production **L8-14**: Production
KEY CONCEPTS	Theoretical Framework: **Quality Street** – Media Language Representation **NHS 111** – Media Language Representation	**Embedding Revision** Techniques **TMWTGG** – Media Language, Representation & Industry	**TMWTGG** – Media Language Representation	**NTTD** – Media Language Representation Industry	**NTTD** – Media Language Representation Industry	**NEA Mock** Creating a cross-media production
ASSESSMENT	Knowledge organisers for Quality Street, NHS 111 Component 1 – Section A 15 marker Exam Question	N/A	Knowledge Organiser for TMWTGG Component 1 – Section A 15 marker Exam Question	N/A	**Year 9 PPE's** Knowledge Organiser for NTTD Component 1 Section B 25 marker Exam Question	N/A

YEAR 10

In the second year of your Media Studies course, we develop your understanding around the core theoretical framework through our Radio, Magazine, Video Games and Newspapers units. You will still receive one practical lesson a fortnight and four theory lessons. Furthermore, you will undergo your NEA Coursework which is worth 30% of your overall GCSE grade.

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
TOPIC	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:
	Desert Island Discs Radio (2024)	**GQ** Magazine (2019) & **Vogue** Magazine (2021)	**Vogue** Magazine (2021) & **Fortnite** Video Games (2017)	**The Sun** Newspaper (1st January 2021) & **The Guardian** Newspaper (18th January 2022)	**The Sweeney** Series 1, Episode 1 TV (1975)	**NEA Coursework**
	Practical Lessons:	Practical Lessons:	Practical Lessons:	Practical Lessons:	Practical Lessons:	Practical Lessons:
	Curriculum undergoing development	**Curriculum undergoing development**	**Curriculum undergoing development**	**Week 1-3** Research **Week 4-5** Idea Generation	**Week 6** Statemen of Aims **Week 7-10** Production	**Week 11-16** Production
KEY CONCEPTS	**Desert Island Discs:** Industry Audiences Contexts	**GQ**: Media Language Representation Contexts **Vogue**: Media Language Representation Contexts	**Fortnite**: Industry Audience	**The Sun:** Media Language Representation Industry Audiences Contexts **The Guardian**: Media Language Representation **The Guardian**: Industry Audiences Contexts	**The Sweeney**: Media Language Representation Industry Audience Contexts	**Creating a Cross-Media Production:** Film Marketing Brief **OR** Magazine Marketing Brief
ASSESSMENT	Knowledge organisers for Desert Island Discs Component 1 – Section B Exam stepped questions	Knowledge Organisers for GQ Component 1 – Section B Exam 25 marker	Knowledge Organiser for Vogue & Fortnite Component 1 – Section B Exam stepped questions	Knowledge Organiser for The Sun & The Guardian		Formal Internal Non-Examined Assessment (NEA): 30% Overall GCSE Grade

YEAR 11

In your final year of your Media Studies course, we bring together all your understanding of the core theoretical framework through our Newspaper, TV and Music Video/Online units. All lessons a fortnight will be theory lessons focusing on exam skill and preparing for your summer exams.

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:
TOPIC	**NEA Coursework**	**Trigger Point** Series 2, Episode 1 TV (2024) & **TLC Waterfalls** Music Video (1995)	**TLC Waterfalls** Music Video (1995) & **Taylor Swift The Man** Music Video & Online (2020)	**Taylor Swift The Man** Music Video & Online (2020) & **Justin Bieber Intentions** Music Video & Online (2020)	**SUMMER EXAMS**	**SUMMER EXAMS**
KEY CONCEPTS	**Creating a Cross-Media Production:** Film Marketing Brief **OR** Magazine Marketing Brief	**Trigger Point**: Media Language Representation Industry Audience Contexts **TLC Waterfalls**: Media Language Representation Contexts	**TLC Waterfalls**: Media Language Representation Contexts **The Man:** Media Language Representation Contexts	**The Man:** Industry Audience Contexts **Intentions:** Media Language Representation Industry Audience Contexts	**SUMMER EXAM Revision**	**SUMMER EXAMS**
ASSESSMENT	Formal Internal Non-Examined Assessment (NEA): 30% Overall GCSE Grade	Knowledge Organisers for Trigger Point Component 2 – Exam Response	Knowledge Organiser for TLC Waterfall Component 2 – Exam Response	Knowledge Organiser for The Man & Intentions Revision for Summer Exams	Revision for Summer Exams	

YEAR 12

In the first year of your Media Studies course you will learn the core theoretical framework and apply this to a variety of different media forms both traditional and modern. You will also be assigned to an extra study practical lesson per week focusing on NEA skills for production.

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:
TOPIC	**Introduction to Theoretical Framework** **Kiss of the Vampire** Film Advertising (1963) **Tide** Print Advertising (1950) **Super.Human** Audio Visual Advertising (2020) **The Times (Section A)** Newspapers (1st February 2022)	**Assassin's Creed Franchise (3: Liberation)** Video Games (2012) & **The Daily Mirror (Section A)** Newspapers (1st February 2022) & **Unseen** Music Videos (2010-2025)	**A Little Bit of Love** Music Videos (2021) & **Have You Heard George's Podcast?** Radio (2019) & **Formation** Music Video (2016)	**The Times (Section B)** Newspapers (5th July 2024) & **Daily Mirror (Section B)** Newspapers (5th July 2024)	**NON-EXAMINED ASSESSMENT (NEA)** & **I'Daniel Blake** Film Marketing (2016)	**NON-EXAMINED ASSESSMENT (NEA)** & **Black Panther** Film Marketing (2018)
KEY CONCEPTS	**Intro to Theoretical Framework:** Media Language Representation Industry Audiences Contexts **KOTV:** Media Language Representation Contexts **Tide:** Representation Audience Contexts **Super.Human** Representation Audience Contexts	**AC Franchise: 3 Liberation:** Industry Audiences **Daily Mirror:** Media Language Representation Contexts **Unseen Music Videos:** Media Language Representation Contexts	**ALBOL:** Media Language Representation Contexts **HYHGP:** Industry Audience **Formation:** Media Language Representation	**The Times:** Industry Audience Contexts **Daily Mirror:** Industry Audience Contexts	**Creating a Cross-Media Production:** Film Marketing Brief **OR** Music Marketing Brief **IDB:** Industry Audience Contexts	**Creating a Cross-Media Production:** Film Marketing Brief **OR** Music Marketing Brief **Black Panther:** Industry Audience Contexts

	The Times Media Language Representation Contexts					
ASSESSMENT	MCQ Intro Knowledge Organisers for KOTV, Tide, Super.Human & The Times Component 1 – Section A 15 marker & 30 marker	Knowledge Organisers for AC3: Lib, Daily Mirror Component 1 – Section A 15 Marker	Knowledge Organiser for ALBOL, HYHGP & Formation Component 1 – Section B Exam stepped questions	Knowledge Organiser for The Times & Daily Mirror Component 1 – Section B Exam stepped questions Revision for PPE's	End of Year 12 PPE Formal Internal Non-Examined Assessment (NEA): 30% Overall GCSE Grade	Formal Internal Non-Examined Assessment (NEA): 30% Overall GCSE Grade

YEAR 13

In your final year of your Media Studies course you will develop and build on your understanding of the theoretical framework whilst evaluating theories to apply this to a variety of different media forms both traditional and modern. You will work toward your summer exams learning exam technique and challenge yourselves further with choosing the next step in your educational/working career.

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:	Theory Lessons:
TOPIC	**Finish Creating a Cross-Media Production:** Film Marketing Brief **OR** Music Marketing Brief **The Bridge** TV Season 3, Episode 1 (2015)	**Peaky Blinders** TV Season 1, Episode 1 (2013) & **Woman** Magazines (1964)	**Adbusters** Magazines (2016) & **KSI** Online Media (2011)	**Attitude** Online Media (1990s) & **REVISION SUMMER EXAMS**	**Component 1 & 2 REVISION**	**SUMMER EXAMS**

KEY CONCEPTS	Formal Internal Non-Examined Assessment (NEA): 30% Overall GCSE Grade	Peaky Blinders: Media Language Representation Industry Audiences Contexts	Adbusters: Media Language Representation Industry Audience Contexts	Attitude: Media Language Representation Industry Audience Contexts	Revision Technique & Knowledge Booster	SUMMER EXAMS
	The Bridge: Media Language Representation Industry Audience Contexts	Woman: Media Language Representation Industry Audience Contexts	KSI: Media Language Representation Industry Audience Contexts	Component 1 & 2 REVISION Technique & Knowledge Booster		
ASSESSMENT	Formal Internal Non-Examined Assessment (NEA): 30% Overall GCSE Grade Knowledge Organiser for The Bridge Component 2 – Section A 30 Marker	Knowledge Organisers for Peaky Blinders & Woman Component 2 – Section A & B 30 Marker	Knowledge Organiser for Adbusters & KSI Component 2 – Section B & C 30 Marker	Knowledge Organiser for Attitude Revision for SUMMER EXAMS	SUMMER EXAMS	SUMMER EXAMS