

Key Stage 4

Subject: Media Studies

Intent

Media Studies enables students to both explore the world critically, through a range of media texts, across the broad spectrum of industries, whilst developing their creative skills by designing a variety of media products. GCSE Media Studies is a thoroughly engaging and stimulating course, providing students with varied opportunities to investigate and study a broad range of media forms, including both still and moving image texts. Students will develop a clear knowledge and understanding of how to analyse media products; they will consider the significance of how the media constructs and represents our world, and how media producers convey these representations to their respective audiences. Students will be given the opportunity to demonstrate their creative and practical skills in the development of a cross-platform Non-Exam Assessment (coursework), which contributes to 30% of their final grade. There are two separate examination units: Component One, contributing to 40% of their overall grade, focuses on media products, industries and audiences; Component Two, contributing to 30% of their overall grade, focuses on set texts from the television industry, magazine industry, and online media, all of which are studied in depth.

Programme of study and assessment

	Autumn Term	Spring Term	Summer Term
Year 10	<ul style="list-style-type: none">• An introduction to the key concepts: language, representation, industry, and audiences.• An introduction to media theories.• The history of communication and early media.• An introduction to ideologies.• An introduction to audiences.• The history of print media, including newspapers, print adverts, and magazines.	<ul style="list-style-type: none">• Exploration of the contextual factors relevant to the set products first created and exhibited between the 1950s and 1980s.• Deep analysis of the set products for print film marketing, video games, music videos, TV, and their industries.• An introduction to the NEA coursework unit.	<ul style="list-style-type: none">• Exploration of the relevant contextual factors to the set products first created and exhibited between the 1990s and the 2000s.• Deep analysis of the set products for music videos, print advertising, film marketing, and magazines.• NEA research and planning.

	<ul style="list-style-type: none"> • The history of emerging technology and the industrial revolution. • An introduction to the radio industry. • Exploration of the relevant contextual factors related to the set products first created and exhibited up to and including the 1950s. • Deep analysis of the set products for print advertising and radio. • An introduction to the NEA coursework unit. 		
Assessment	Print advertising Newspapers	Radio Print film marketing Video games Music videos TV	Radio Print film marketing Video games Music videos TV Newspapers Magazines NEA research.
Year 11	<ul style="list-style-type: none"> • Exploration of the relevant contextual factors to the set products first created and exhibited between the 2000s to date. 	<ul style="list-style-type: none"> • NEA: creation and editing. • Revision. 	

	<ul style="list-style-type: none"> • Deep analysis of the set products for magazines, newspapers, video games, and radio. • NEA: creation and editing. • Revision. 		
Assessment	<p>Newspapers</p> <p>Film marketing</p> <p>Video games</p> <p>TV</p> <p>Music videos</p> <p>Music artists and their online presence.</p>	<p>Magazines</p> <p>Print advertising</p> <p>Newspapers</p> <p>Radio</p> <p>TV</p> <p>Music videos</p> <p>Music artists and their online presence.</p>	