

## Key Stage 5

### **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. A-Level 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 35% of their overall grade, focuses on media products, industries and audiences; Component Two, contributing to 35% 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**

	<b>Autumn Term</b>	<b>Spring Term</b>	<b>Summer Term</b>
<b>Year 12</b>	<ul style="list-style-type: none"><li>• An introduction to the key concepts: language, representation, industry, and audiences.</li><li>• An introduction to media theories.</li><li>• The history of communication and early media.</li><li>• An introduction to ideologies.</li><li>• An introduction to audiences.</li></ul>	<ul style="list-style-type: none"><li>• Exploration of the contextual factors related to the set products first created and exhibited between the 1950s and 1980s.</li><li>• Deep analysis of the set products for magazines, print film marketing, TV drama, video games, music videos, and their industries.</li></ul>	<ul style="list-style-type: none"><li>• Exploration of the contextual factors related to the set products first created and exhibited between the 1990s and the 2000s.</li><li>• Deep analysis of the set products for online and participatory media, TV drama, video games, and music videos.</li></ul>

	<ul style="list-style-type: none"> <li>• The history of print media, including newspapers, print adverts, and magazines.</li> <li>• The history of emerging technology and the industrial revolution.</li> <li>• An introduction to the radio industry.</li> <li>• Exploration of the contextual factors to the set products first created and exhibited up to and including the 1950s.</li> <li>• Deep analysis of the set product for print advertising.</li> <li>• An introduction to the NEA coursework unit.</li> </ul>	<ul style="list-style-type: none"> <li>• An introduction to the NEA coursework unit.</li> </ul>	<ul style="list-style-type: none"> <li>• NEA research and planning.</li> </ul>
<b>Assessment</b>	<p>Newspapers</p> <p>Magazines</p> <p>Print advertising</p> <p>Radio</p>	<p>Magazines</p> <p>Print film marketing</p> <p>TV dramas</p> <p>Video games</p> <p>Music videos</p> <p>NEA practice</p>	<p>Print film marketing</p> <p>Print advertising</p> <p>Newspapers</p> <p>Moving image adverts</p> <p>Film</p> <p>Radio</p> <p>Video games</p> <p>TV dramas</p>

			Magazines Online Media
<b>Year 13</b>	<ul style="list-style-type: none"> <li>• Exploration of the contextual factors relevant to the set products first created and exhibited between the 2000s and the 2010s.</li> <li>• Deep analysis of the set products for online and participatory media, moving image adverts, music videos, film, and magazines.</li> <li>• NEA: creation and editing.</li> <li>• Revision.</li> </ul>	<ul style="list-style-type: none"> <li>• Exploration of the contextual factors relevant to recently produced and exhibited set products.</li> <li>• Deep analysis of the set products for newspapers and radio.</li> <li>• NEA: creation and editing.</li> <li>• Revision.</li> </ul>	
<b>Assessment</b>	<p>Online and participatory media</p> <p>Moving image adverts</p> <p>Music videos</p>	<p>Film</p> <p>Music videos</p> <p>TV dramas</p> <p>Magazines</p> <p>Online and participatory media</p> <p>Newspapers</p> <p>Radio</p> <p>NEA</p>	