



# Curriculum *Newsletter*

## Media Studies

Media Studies challenges and empowers students to analyse and interpret the world around them. The media shapes our understanding of the world, reflecting and communicating aspects of our public and private lives and contributing to the creation of personal, social, cultural, and national identities.

Our students live lives that are saturated with media content, products and messages and they need to be informed and able to think critically about the media and its role in everyday life. The media is often controlled by powerful corporate interests. These individuals and institutions shape how we view the world. Students need to recognise the things that influence the media.

The media is constantly changing. The progress of technology, mobility, connectivity, and digitisation is generating new forms of communication. Students are increasingly participating in this dynamic new environment. Through active engagement with the media, they will deepen their awareness of the power of the media.

## Curriculum intent

During their exciting dive into the world of media, students will explore the film industry, gaining a deep understanding of the various stages of the production process that lead to final cinematic release. They will analyse film posters from across the decades, picking apart the messages for audiences. Students will then delve into the booming industries responsible for creating their favourite video games and the impacts, both beneficial and alarming, that these have on their audiences.

Flashing back in time, students go on a journey to explore the challenges of the radio and newspaper industries as they fight to maintain their places in our modern, digital age. We also take students on a penetrating investigation of how the news, both fake and real, can deliberately influence, manipulate and even mislead their audiences. Continuing with print media, students look at the shockingly unrealistic standards that have been set in magazines and advertising, and how more progressive messages are being sent to audiences in modern media texts. Moving back into the world of moving images, students will examine the exciting worlds of TV crime dramas and music videos. Within this, students will also undergo the thrilling creation of their own media texts, allowing them to get hands-on experience with the technology used to create a truly professional standard piece of work.

With the enormous growth and development of technology, media studies has never been such a fundamental part of education as it is now. Through this journey, students will encounter a variety of different media formats from a wide range of time and cultures. From exploring the racial stereotyping in TV crime dramas, to the cinematic misrepresentation of women as temptresses and damsels in distress, from understanding the processes of newspaper production to the actual production of their own magazines, our stimulating curriculum nurtures artistic self-expression and encourages reflective thinking.

## Key Stage 4 Curriculum

Our Key Stage 4 curriculum builds on skills taught in a range of subjects at KS3. From English we develop students' ability to make inferences and refer to evidence in a range of media forms and texts and explore their purpose, audience and context. From IT and Computing we build on students' ability to undertake creative projects to achieve challenging goals that meet the needs of users.

In Media Studies, we explore the four key concepts of the subject: media language, media audiences, media industries and media representations. Once students have a good understanding of these key concepts, we then apply these concepts to a range of media texts, called close study products and explore these and a range of other products in terms of how they have been constructed to present their message and attract their target audiences.

We study the AQA GCSE Media Studies.

## Key Stage 5 Curriculum

At Key Stage 5 students will expand their understanding of the key concepts by exploring the work of a wide range of theories and theorists. We will encourage theoretical considerations across all the media platforms. Audience reception, representation, regulation and ownership and gender theory are just some of the theories we will learn about. We will prepare students for further study in the subject of for the world of work in the media industry. We will develop their production skills which can contribute to a portfolio of media work and introduce them to areas of study they will encounter at undergraduate level. We will build their capacity for independent research, and they will gain a deeper understanding of the role the media plays in day-to-day life.

We study the AQA A Level Media Studies.

## Studying media can open doors ...

It will equip students with the communication and technology skills needed to succeed in the modern workplace, whether this is a media industry or not. It prepares students for university courses in practical and theoretical media, but also any undergraduate course, including English literature and language, psychology, sociology and business.

