

Media Studies Curriculum – Year 9

Intent:

Learners will develop a wide understanding and appreciation of a wide range of media forms and contexts. The curriculum should enable students to develop a range of terminology in order to analyse a range of media texts from both historical and contemporary contexts. Learners will also be challenged to consider the industries that produced the media texts and the reasons for their choices of production. Students will also be able to utilise these techniques and skills in their own practical work. Learners will therefore have a firm grounding of practical and analytical skills to take forward into the next stage of their education.

Explore

Analyse and evaluate a range of media texts considering the impact of industry and audience on the messages created.

Fulfil

To demonstrate critical skills in the analysis of media texts using a range of aspects of the media framework to draw conclusions about media texts.

Flourish

To become independent students and critical thinkers. The ability to consider a media text from multiple perspectives both in terms of creation and response.

Exam Board:

Students will be entering for the OCR exam board in Year 10

Media Framework (to be applied to all topics)

- Media Language
- Media Industry
- Media Audiences
- Media Representation
- Media Contexts – Historical, social, cultural, political, economic

Industries studied

- Magazines
- Music Videos
- News – print, online and participatory media
- Contemporary and historical television drama including serial and long form
- Marketing and Promotion including merchandising and franchises

Practical NEA – Series of set tasks linked to the topics above

Key Ideas

Media Language

- Media language elements
- Media language and meaning
- Technology and media language
- Generic conventions
- Intertextuality

Industry

- Media producers
- Ownership and control
- Convergence
- Funding
- Globalised audiences
- Media regulation
- Regulation and digital media

Audience

- Target audience
- Marketing
- Technologies
- Active audiences
- Uses and gratifications
- Changing audience responses

Representation

- Mediation
- Stereotypes
- Themes and ideologies
- Representation and context
- Representation and audience

Key skills and concepts developed in Media Studies

- demonstrate skills of enquiry, critical thinking, decision-making and analysis
- acquire knowledge and understanding of a range of important media issues
- develop appreciation and critical understanding of the media and their role in contemporary and historical contexts
- understand and apply specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed in order to make informed arguments, and draw conclusions
- Gain an awareness and appreciation of how different viewpoints can impact the reading of a product
- develop practical skills by providing opportunities for creative media production

Wider Impact:

The Media Studies curriculum encourages students to look in far deeper detail at the products that both they and the world around them consume on a day-to-day basis and challenge what they see.

In a world where the Media has considerable influence over contemporary society, students gain an appreciation for how institutions (both in contemporary and historical contexts) seek to position their consumers and how consumers respond in a variety of ways.

Learners also live in a world where image is everything and each aspect of society has a media presence. Learners are encouraged to develop skills in not just interpreting these texts but creating these texts for themselves.

Media Studies Curriculum - GCSE

Intent:

Learners will develop a wide understanding and appreciation of a wide range of media forms and contexts. The curriculum should enable students to consider the construction of media texts from both historical and contemporary contexts and reasons behind the technical choices made by producers and response from consumers. Learners will also be challenged to consider media texts from theoretical perspectives and be able to evaluate theories against evidence they have selected. Students will also be able to utilise these techniques and skills in their own practical work. Learners will therefore have a range of practical and analytical skills to take forward into the next stage of their education.

Explore

Analyse and evaluate a range of media texts
Different areas and aspects of media and their impact on society

Fulfil

To demonstrate critical skills in the analysis of media texts using all aspects of the media framework to draw conclusions about media texts.

Flourish

To become independent students and critical thinkers. The ability to consider a media text from multiple perspectives both in terms of creation and response.

Exam Board: OCR

Media Framework (to be applied to all topics)

- Media Language
- Media Industry
- Media Audiences
- Media Representation
- Media Contexts – Historical, social, cultural, political, economic

Industries studied

- Magazines
- Music Videos
- Radio
- Print News - Contemporary and historical
- Online News and Participatory Media
- Contemporary and historical serial television drama
- Marketing and Promotion in the Film Industry
- Videogames

Practical NEA – Set by the exam board per exam session

Key Ideas

Media Language

- Media language elements
- Media language and meaning
- Technology and media language
- Generic conventions
- Intertextuality

Industry

- Media producers
- Ownership and control
- Convergence
- Funding
- Globalised audiences
- Media regulation
- Regulation and digital media

Audience

- Target audience
- Marketing
- Technologies
- Active audiences
- Uses and gratifications
- Changing audience responses

Representation

- Mediation
- Stereotypes
- Themes and ideologies
- Representation and context
- Representation and audience

Key skills and concepts developed in Media Studies

- demonstrate skills of enquiry, critical thinking, decision-making and analysis
- acquire knowledge and understanding of a range of important media issues
- develop appreciation and critical understanding of the media and their role both historically and currently in society, culture and politics
- understand and apply specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed in order to make informed arguments, and draw conclusions about media issues
- appreciate how theoretical understanding supports practice and practice supports theoretical understanding
- develop practical skills by providing opportunities for creative media production

Wider Impact:

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