



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

KS5 Media Studies Curriculum Overview (Year 12 & 13)

The WJEC Eduqas specification offers learners 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. 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.



MEDIA STUDIES



YEAR 12

	Term 1	Term 2	Term 3	Term 4	Term 5	Term 6
TOPIC	Intro to key concepts	Film Music video	Newspapers Section A Music Video	Newspapers Section B Advertising and Marketing	Radio Advertising and Marketing	NEA Plan- ning Videogames
KEY CONCEPTS	Media Language Representation, Audience, Industry	Media Language Representation, Industry	Media Language, Representation	Industry and Audience Media Language and representation	Industry and Audience Media language and representation	Industry and audience
ASSESSMENT						

YEAR 13

	Term 1	Term 2	Term 3	Term 4	Term 5
TOPIC	TV in the Global Age NEA	TV in the Global Age Online Media	Magazines Online media	Magazines NEA final drafts	Revision
KEY CONCEPTS	Media Language, Representation, Audience, Industry	Media Language, Representation, Audience, Industry	Media Language, Representation, Audience, Industry	Media Language, Representation, Audience, Industry	
ASSESSMENT			PPE		

Enrichment Activities

BFI study days