

Key Stage: 5
Subject: Media Studies

Aims of the subject: The overall aim is to encourage students to become aware of how the media can shape our perceptions of the world around us. Through research into this, the aim is to create an enriching educational experience that encourages students to become enthusiastic and independent learners for life.

More closely, the aim of the Media Studies course is to enable students to become critical users and creators of media. It gives them a conceptual framework (group of theories) that can be used to analyse how meanings are created. Alongside this, students will also study how audiences respond to media texts and to explore how they are influenced by them. This includes considering how the media encourages audiences to see themselves, and the world around them. These analytical skills give students fundamental conceptual frameworks that enable them to create media products that are informed by a deeper understanding of how they are used by institutions and audiences. On the practical side, they will also develop the technical skills to be able to produce media texts that could be used within a range of areas in the media.

A-Level Examination Board: Year 13 OCR (for examination in 2019) Year 12 – AQA (first examination 2020)

| Course | What will I study? | Assessment |
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| Year 12 (AQA) | Term 1: Introduction to frameworks with exploration some of the Close Study Products. Development of basic production skills and an introduction to the film industries unit. Term 2: Developing knowledge and understanding of the theoretical framework through the analysis of Close Study Products: advertising, marketing, television and magazines. Term 3: The first half term will focus on an in-depth study of video games. The second half of the term will be focused on the Non-Examined Unit (NEA), which is the practical coursework. | Analysis of unseen media texts and a mini- practical production task January mock exam on frameworks and texts studied Mock on elements studied in terms 2 and 3 |

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| | | NEA practical productions |
| Year 13 (OCR) | <p>Term 1: Long form TV drama: study of audience engagement in drama series. Developed with in-depth analysis through application of theories; NEA: Practical production – completion of productions. Second half term - begin to develop further theoretical knowledge to apply to an in-depth study of magazines. Link to further questions on the advertising, music video and newspaper units.</p> <p>Term 2: Development of theoretical knowledge applying to texts studied across the course to ensure revision of all units.</p> <p>Term 3: Revision of each unit, applying theories and developing examination skills.</p> | <p>Paper 2 Section B – developing skills writing longer responses.</p> <p>January mock exam</p> <p>Papers 1 and 2 - practice responses for each unit.</p> |

Enrichment opportunities: We run a film production club which gives students opportunities to develop a range of skills in a variety of production roles such as script writing, set design, make-up, directing, editing and so on. Students are also encouraged to set up enrichment groups themselves – photography has been popular in the past. If there is enough demand, they can also be done with the support of a teacher. These could include desktop publishing, animation and web design.

Suggestions for wider reading: All students are given theory booklets that they are encouraged to use as a frequent source of reading, to encourage independent revision. Excellent textbooks for the AQA course are available from Illuminate Publishing. There are also a wide range of resources available in the main Media Studies classroom (S2), the JCL and on Firefly. These include textbooks, academic books and Media Magazine. This is an excellent resource that students can also access online – it is produced by examiners, course designers, teachers and even has some students making contributions. On the first page of the Media Studies pages on Firefly, there is also a wide range of TV programmes and websites that are useful to enhance learning. Engaging with the news is also encouraged – this could be in a range of forms from following The Guardian on Instagram to buying newspapers or watching the news across a range of TV networks, including those based outside of the UK.