

Media Studies

Curriculum Purpose

The Media helps us to understand the workings of our immediate world, and our individual places in it. The Media is a major source of modern culture and entertainment; it requires us to learn and use critical thinking skills. In a world where the Media can control, our students at Carnforth High School will journey to be the confident critical thinkers we aspire for them to be; our students will explore and investigate a variety of Media formats and products have changed the face of our modern culture forever. From the historical, social, and cultural impact of the Media to the impact of representation, audiences, industries, and choice of language. Students will study the Media in great depths as ultimately the Media goes to great lengths to study them.

Engaging with practical Photoshop skills from the beginning of the course, the students will explore the features and presentation of the Media, how it can persuade and develop a specific attitude and idea. Developing their love of various products, the students will journey through the way in which the Media is shaping the modern creative landscape.

With the Media curriculum at KS4, we study the EDUQAS specification. Students are expected to be able to analyse the five key areas of Media: Representation, Audience, Industry, Language, and Historical and Social context through key exam board chosen products as well as engaging with a variety of extra products to have a broad understanding of the Media. Students are expected to analyse different Media formats from visual to print media, analysing the wider impact and meaning and how Media effects the world.

Students do not study Media at KS3, so they need to cover the basics before moving on to the main products and coursework elements of the course. The GCSE is an effective stepping stone to this as they will work on key creative areas and use the Photoshop skills, they develop throughout their KS4 program.

At GCSE level, we teach theory alongside practical creative work to help deliver the content. For example, when working on Magazines, Advertising and Print Media, students will use Photoshop skills and create pieces that replicate the style and structure of CSPs and embed knowledge to help with NEA (Non-Examination Assessments) and written exam.

Implementation

Key Stage 4

Year 10 The students will begin the course with a delve into the practical components as well as the theoretical components. The students will explore through practical methods and exam style questions to understand the work they need for these products. The Photoshop skills will be developed throughout the year and then the coursework component that is released by the exam board during the spring term will be a product created using these skills. Students will look at some of the bigger exam components required for the exam such as:

- Advertising and marketing
- Film branding and the film industry focusing on James Bond
- Magazines and representation
- Newspapers and the impact of the rise of digital journalism
- Video games and the phenomenon that is Fortnite
- Coursework component – will link to some exam-based content also

Year 11 The remaining topic of advertising is covered in detailed in Year 11. The students then begin their journey of preparing for the final exams, they will focus on developing their answers and using their knowledge of content of the previous years. They will analyse and progress their responses to synoptic questions, Paper 1, and Paper 2 questions. They will look at such topics as:

- Crime drama contrast Luther to previous crime dramas
- The rise of Radio drama through the Archers
- The Music industry looking at how musicians have changed society and the industry forever

- Revision for key components of the exam
- Revisit of topics from Year 10 for revision

Impact

Assessment

Students need to be equipped with the skills to write about the key areas of the products but also the wider contextual elements, be it historical or cultural, of Media and the effect it has on the world. They need to be able to analyse key areas of each product, they will therefore develop these skills progressively from their Introduction to Media in Year 9 to their final work in Year 11. There are elements of unseen connotations and denotations work, linking to wider curriculum skills used in English exams.

Students complete their GCSE Media Studies written exam in Year 11. The exam board the department uses is EDUQAS, which offers two written exams and one piece of coursework.

Year 11

GCSE Exam Structure	Weighting	Assessment	When
Component 1: Exploring the Media Written exam: 1 hour 30 minutes	40%	External Exam	Year 11
Component 2: Understanding Media Forms and Products Written exam: 1 hour 30 minutes	30%	External Exam	Year 11
Component 3: Creating Media Products Non-exam assessment	40%	Internally completed and assessed by exam board	Year 10

Department

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