

# Welcome to the Media Studies Department

Subject Leader: Mrs N Dixon

Teachers: Mr C Osborne, Miss C Montague

## Subject Overview

### Key Stage 3: Years 7 and 8

Media Studies skills are covered through the English curriculum at KS3

### Key Stage 4: Years 9, 10 and 11

Year 9 students will follow a 3 year GCSE programme, whereas Year 10 will be following a 2 year GCSE programme. All students will explore how to analyse and evaluate existing media products (film, TV, print, web), as well as research, plan and construct their own products. The course will cover the four key areas of media (Audience, Institutions, Representation and Media Language).

New Specification – 30% coursework, 70% exam (Y9)

Old Specification – 60% coursework, 40% exam (Y10)

### Post 16

Media Studies at Post 16 looks both into the creative and theoretical sides of the media industry, requiring students to show competence in research and planning, construction and development, and analysis and evaluation.

In each year of the Post 16 course students are required to plan and make a filmed project, as well as sit a written exam which will demonstrate their knowledge of the media industry and key theorists about its creations.

## Teaching Aims and Objectives

The foremost aim of the Media Studies department is to develop students' awareness of the media all around them, and enable them to analyse and reflect on a wide range of media products as well as create their own.

Media Studies skills fall into three areas: Research and Analysis, Construction and Development, and Reflection and Evaluation.

We wish to enable students:

- To understand how the media represents events, issues, individuals and social groups in different ways;
- To provide opportunities for students to create their own media products, using industry standard software;
- To develop students' research and analysis skills through the study of a range of media forms such as magazines, posters, film and television;
- To analyse how the media uses conventions and techniques to create meaning for an audience;
- To understand how different media are targeted to specific audiences and

- To evaluate professional media to understand how the producers and directors aim to make an audience think or feel.

## Course Information

### Key Stage 4

Year 9: Introduction to the course, advertising campaign and brand identity, DVD covers - mock coursework, making thriller film trailers  
(3yr GCSE)

Year 10: Introduction to the course, Assignment 1 – DVD Covers, Assignment 3 – Film Trailers (own choice of genre) plus research and planning skills, analysis of footage, preparation for Assignment 2 – Music Videos  
(2yr GCSE)

### Post 16

Year 12: *G321: Foundation Portfolio in Media – 50% of AS Grade*  
Coursework unit where students produce a media product from a series of briefs. Students present their research and planning in a digital format and complete an evaluation, based on seven required prompt questions.

*G322: Key Media Concepts (TV Drama) – 50% of AS Grade*  
In Section A, students answer questions on an unseen moving image extract that is then linked to some aspect of the representation within the sequence. In Section B, students study a specific media industry e.g. film, TV etc. This unit is externally examined.

Year 13: *G324: Advanced Portfolio in Media – 25% of A Level Grade*  
Coursework unit where students produce a media product and two ancillary products to promote their product. Students present their research and planning in a digital format and complete an evaluation, based on four required prompt questions.

*G325: Critical Perspectives in Media – 25% of A Level Grade*  
In Section A, students answer two questions, one on the development of their skills from AS to A2, and one on the directorial and creative choices they made in a final product. In Section B, students have a choice of two questions which ask about how a particular group is represented in a range of media – and how this is influenced by the society in which it is created.

## Homework Expectations (Including ICT resources and websites)

Students are expected to be accessing a range of media on a regular basis to ensure they give themselves the best opportunities in this subjects. This includes viewing or reading an example of print media (newspaper article, magazine cover, advertisements) each week. Teachers set homework weekly to help students progress. Homework can be project based or smaller tasks depending on what is being studied in the term.

Additional information for homework tasks can be found on the relevant blog site, or on the VLE (Virtual Learning Environment), as can past papers and mark schemes.

GCSE: [www.chenderitmediagcse.blogspot.co.uk](http://www.chenderitmediagcse.blogspot.co.uk)  
A Level: [www.chenderitmediaalevel.blogspot.co.uk](http://www.chenderitmediaalevel.blogspot.co.uk)  
VLE: <https://chenderit.itslearning.com/>

## **Extra-Curricular Opportunities**

The Media team regularly encourage students to enter a range of film and print activities outside school, and provides them with information about courses, workshops and open days.

The Mac Suite (Room 70) is available afterschool Tuesday – Friday (by pre-booking) for all Media students to access for coursework, other Media projects or small group tuition and is staffed by a member of the team.

## **Marking and Assessment**

### **Key Stage 4**

The Media team follows the whole school policy and therefore marks books every three weeks. Students can expect to see purposeful feedback with targets for improvement and in return they are expected to respond to this marking and start working on their targets straight away.

Students are formally assessed twice a term: mid-point through the term and at the end of term. This assessment informs teachers about what needs to be focused on in order for the individual to progress further.

An end of year exam takes place which is a chance for students to showcase what they have learned throughout the year.

Additional information for homework tasks can be found on the relevant blog site, or on the VLE (Virtual Learning Environment).

### **Sixth Form**

Within the Sixth Form, a large section of students' coursework is completed via their blog sites. During coursework and filming sections of the course, these blogs will be checked fortnightly to give detailed feedback on how to improve these.

All past paper questions and written homework tasks will aim to be returned to students within a week.

Additional information for homework tasks can be found on the relevant blog site, or on the VLE (Virtual Learning Environment).

## **Examinations**

### **GCSE**

AQA GCSE Course (old specification) - <http://filestore.aqa.org.uk/subjects/AQA-4810-W-SP-14.PDF>

New GCSE Course (specification not currently released)

### **A level**

OCR GCE Course - <http://www.ocr.org.uk/Images/81037-specification.pdf>