

Welcome to the Media Studies Department

Subject Leader : Miss A Willett

Teachers : Mr C Osbourne, Ms N Nunweiler, Miss N O'Driscoll

Subject Overview

Key Stage 4: Years 9, 10 and 11

Year 9 students will follow a three 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).

30% coursework, 70% exam

Component 1 – Exploring the Media (40%) – study of set texts (Newspapers, Film, Video games, Radio, Magazines, Advertising and marketing)

Component 2 - Understanding Media Forms and Products (30%) (Television and the Music Industry)

Component 3 - Creating Media Products (30%)

Sixth Form

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.

Year 12 and 13 (New specification, taught from September 2017)

Component 1 – Media Products, Industries and Audiences (35%) – study of set texts (Newspapers, Music Video, Film, Video games, Radio, Advertising and marketing) and contexts – focusing on Media Language and Representation (Section A) and Industries and Audiences (Section B).

Component 2 - Media Forms and Products in Depth (35%) – study of set texts (Television, Magazines, Online Media).

Component 3 - Creating Media Products (30%) – Individual cross-media project

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 four areas: Media Language, Representation, Media Industry and Audience.

We wish to enable students:

- To understand how the media represents events, issues, individuals and social groups in different ways.
- To think and write critically within the discipline of Media Studies.
- To understand the dynamic relationship among media, culture and society.

Course Information

Key Stage 4

- Year 9: Foundation year to develop a range of skills needed to access the GCSE course. Music videos, film and print adverts are some of the media products explored.
- Year 10: Set texts – Component 1 and 2, introduction and planning of coursework project.
- Year 11: Completion of GCSE coursework, further set product work, exam preparation.

Sixth Form

- Year 12: Component One
Advertising and Marketing, Film Industry, Video Game, Music Videos
- Component Two
Magazines, Television comparison
- Component Three
Planning and preparation work for completion of cross-media project
- Year 13: Component One
Completion of cross-media project
- Component Two
Newspaper and Radio
- Component Three
Website and Blogging
- Revision (March – June)

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 subject. 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 Google Classroom, as can past papers and mark schemes.

The aims of homework as follows:

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

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 after school 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 Google Classroom.

Sixth Form

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

Additional information for homework tasks can be found on Show My Homework, or on Google Classroom.

Examinations

GCSE

<https://www.educas.co.uk/qualifications/media-studies/gcse/>

A Level

<https://www.educas.co.uk/qualifications/media-studies/as-a-level/>