

## Media Studies

### Key Stage 4

#### Intent

Media Studies is about mass communication. It is highly relevant to students' daily lives as well as their future studies and employment. It involves developing a wide range of skills and knowledge that compliment other subjects across the school. Students develop the ability to analyse media products from various forms including: television, radio, online and social media, newspapers, magazines, gaming, advertising and marketing, film and music promotion. They develop the ability to explore the social and historical context, the way the product has been produced in order to have an intended effect, the way audiences are targeted and audience responses to texts. They also develop an excellent awareness of how individuals and groups are represented within the media and the role the media plays within society as a whole. Different media forms are understood by students as functioning, real-world industries that could provide employment later in life. Students also develop creative media skills; they work with a range of forms to produce their own media products from scratch. Students learn how to respond to a media brief modelled on industry standards in order to produce high-quality products that appeal to specific target audiences. As a result, students develop skills in critical thinking, analysis, research, planning, practical and creative skills, time management, collaboration with others and essay writing.

#### Implementation

Media Studies focusses on four key concepts: media language, industry, audiences and representation. Texts are explored with at least one of these concepts in mind. Students study a wide range of examples from the media forms outlined above as well as texts set by the exam board. For example, this year we are studying Bond films including *The Man With The Golden Gun* and *Spectre*; we are comparing how representations of gender and approaches to marketing change over time. We are also studying TV crime dramas including *The Sweeney* and *Luther*, which involves in-depth analysis of episodes as well as an exploration of the purposes of the BBC within the UK.

We begin every lesson by consolidating prior knowledge and learning. Students are asked to recall and discuss important concepts and ideas they have learnt in order to build on them in the lesson. Students are then supported to learn new terminology and cultural theory so that they can apply it to media texts. Many examples are explored alongside the set texts so that students can make comparisons and develop their media literacy. This helps them in responding to exam questions and it also makes them more active, critical audience members as they go about their daily lives. During practical lessons, students begin by researching and planning in order to lay the groundwork for a successful project. Practical tasks often involve working in groups in order to film or conduct photoshoots. The final stage involves editing or designing a finished product either independently or in a group. Therefore, students develop the ability to both analyse and create images, text, sound, multi-media and audio-visuais. Students are regularly supported to reflect on both their practical and written work in order to make progress. Termly assessments mirror the demands of the exams and coursework, and homework provides additional opportunities to practice the skills needed to succeed.

70% of the GCSE is made up of two exams, which involve answering a range of questions including both short and long answers; the exams cover the set texts and the four key concepts. Each exam lasts for an hour and a half. The final 30% of the GCSE is non-exam assessment or course work. This involves a creative and practical task in response to a given brief. Students create their own media products to the highest possible standards across a range of forms. For more details about the course, please visit our current exam board's website:

<https://www.eduqas.co.uk/>

#### Impact

Here at Patcham High, GCSE results in Media Studies have been consistently high. Students are encouraged and supported to ensure that Media Studies complements their CV and college applications. After successfully completing the course, students can progress on to a Media Studies A Level and degree. A GCSE in Media Studies also helps to prepare students for a wide range of other A Level and vocational courses within post-16 study including Film, English, Humanities, Social Sciences and creative subjects such as Photography and Graphic

Design. Over one hundred universities in the UK offer courses in Media, Communications and Cultural Studies. An A Level qualification in Media Studies, informed by study at GCSE level, helps students move towards these courses, as well as to those in a range of other areas. Additionally, there is a huge array of career opportunities in the media, and it's an industry that is growing very quickly. If your child is interested in a career in TV and film production, advertising, journalism, interactive media, digital marketing, technical production, special effects, web design and post-production, then studying Media at GCSE level is a great place to start. Finally, if your child ever decides to set up their own business, studying Media at GCSE will give them an awareness of how to promote themselves within any industry they choose.