

Why do we learn Media?

Pupils learn to be intelligent, analytical and responsible consumers of media. This approach develops their ability to think critically, developing cultural capital, exposing them to new perspectives and fostering their cultural sensitivity and empathy.

Pupils are taught to analyse a wide range of media products whilst understanding how contemporary and historical socio-political issues can influence the media; have an age-appropriate understanding of the structure of the media industry; and be able to creatively and confidently apply media production skills to develop their own media products.

How do we learn in Media lessons?

All pupils follow the National Curriculum for GCSE Media Studies, developing their analysis of a range of contemporary and historical media products from the audio/visual, print and interactive/online sectors, as well as their contexts in society, culture and politics. This is sequenced at all stages to reflect the four core principles of media:

- Media language
- Media representation
- Media industries
- Media audience

The key is embedding relevant media theories and subject terminology which is the focus of retrieval and interleaving throughout each term and tested at the end to highlight any gaps in understanding.

Pupils will also be able to use a range of media pre-production, production and post-production skills to independently and creatively produce their own media products. This will include explicitly teaching the importance of the self-evaluation and review process to encourage pupils to be able to think critically about their own work and take ownership of the media production process.

Pupils follow either the AQA GCSE or Pearson BTEC specification. They are taught a component at a time for BTEC and by topic for GCSE.

What do we learn in Media lessons?

	Autumn	Spring	Summer
Year 10	<p>GCSE</p> <p>What makes Dr Who and His Dark Materials popular?</p> <p>What is the difference between Hollywood and British cinema?</p> <p>What do magazines suggest about the cultural values of society?</p> <p>BTEC</p> <p>Exploring Media Products</p>	<p>GCSE</p> <p>How can radio meet the needs of a modern lifestyle?</p> <p>How do adverts create a moral message?</p> <p>BTEC</p> <p>Developing a Media Marketing Campaign</p>	<p>GCSE</p> <p>NEA and Adverts</p> <p>BTEC</p> <p>Developing a Media Marketing Campaign</p>
Year 11	<p>GCSE</p> <p>Newspapers</p> <p>Are print newspapers relevant in today's Society?</p> <p>How do music videos cultivate the band's image?</p> <p>BTEC</p> <p>Developing Digital Media Production Skills</p>	<p>GCSE</p> <p>Are video games a representation of society?</p> <p>Is Marcus Rashford a good role model for young people?</p> <p>BTEC</p> <p>Create a Media Product in Response to a Brief</p>	<p>GCSE</p> <p>Revision</p> <p>BTEC</p> <p>Create a Media Product in Response to a Brief</p>