

MEDIA AT STANBOROUGH

Media studies is an exciting and dynamic subject which reflects the roles that newspapers, films, television, new media, advertising and the music industry play in society.

Why study Media Studies?

The media play a central role in contemporary culture, society and politics. They shape our perceptions of the world through the representations, ideas and points of view they offer. The media have real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable. The media industries employ large numbers of people worldwide and generate significant global profit. The globalised nature of the contemporary media, ongoing technological developments and more opportunities to interact with the media suggest their centrality in contemporary life can only increase.



CURRICULUM KS4

Students can expect to learn how to analyse a wide range of media products and to create their own. The subject will appeal to creative and practical students, as well as those with an interest in the society they live in. We follow the Eduqas exam board GCSE 1-9. The aims and objectives of the specification offers learners the opportunity to develop knowledge and understanding of the key issues in the media and the ability to debate important questions.



Although the specification focuses predominantly on the contemporary media, this is contextualised and enhanced through the exploration of significant products from different historical periods. Through studying both established and evolving media forms, learners will gain a real awareness of the role of media in society and culture.

The course also recognises the fundamental relationship between theoretical understanding and practical work, providing learners with opportunities to develop media production skills.

CURRICULUM KS4

Media students will begin the course with an introduction to a wide range of industries by decoding conventional texts and demonstrating their knowledge by creating their own. They will start by looking at famous photojournalism and examining how still images moved into moving image texts.

Year 9

Still to Moving Image (Robert Capa and Spielberg)

Analysis of magazines

Creating a magazine front cover

Analysis of film trailers

Creating a film trailer

Analysis of music videos

Creating a music video

Comics and Photostories

Year 10-11

Students will study a range of set texts which are specified by the exam board, such as:

- *GQ* magazine,
- *Spectre* (2015),
- *The Sun* newspaper
- *Fortnite* (2017),
- *This Girl Can* (2015) advertisement

Students will create their own media product which is worth 30% of their final GCSE grade. This will be in response to a brief which is set by the exam board and will give students the choice to create a product that they are interested in (one of four briefs provided). This may help them to pursue a career in the media or lead them to a wide range of courses at A-level and beyond.

CURRICULUM KS5

The A-level specification provides learners with the tools to continue to develop a critical understanding and appreciation of the media. The framework consists of four inter-related areas:

- **media language:** how the media through their forms, codes, conventions and techniques communicate meanings
- **representation:** how the media portray events, issues, individuals and social groups
- **media industries:** how the media industries' processes of production, distribution and circulation affect media forms and platforms
- **audiences:** how media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

Component 1:

Meanings and Representations

Written examination:

35% of qualification

Component 2:

Media Forms & Products in Depth

Written examination:

35% of qualification

Component 3: Cross-Media Production

Non exam assessment:

30% of qualification

RESOURCES AND FACILITIES

Each key stage is well resourced with facts sheets on each product that are accessible to all students.

To compliment students' learning Stanborough School has purchased a yearly subscription for the following website. This site has key information on all of the set products, quizzes and revision resources to help students throughout the course.

www.media.edusites.co.uk

EXTRA CURRICULAR ACTIVITIES IN MEDIA STUDIES

Previous extra-curricular visits have included:

Trips to the cinema to view key films during Film Week

A trip to the BBFC to develop understanding of regulation

A residential trip to New York with the drama department, taking part in film workshops

STANBOROUGH SCHOOL

Curriculum Leaflet 2020

Media Studies