

Broad Intent:

Media Studies aims to develop the following skills which are directly transferable to other subject areas.

Communication – through group work, presentations, pitching their ideas and class discussions students develop their social and collaborative skills.

Research – through online and printed resources, students broaden their independent learning skills.

Analytical – by studying current media texts and evaluating their own work, students develop their diagnostic skills.

Practical – using a variety of technology, all students demonstrate their knowledge of media theories through the production of media texts.

KS4 Intent:

They will develop their knowledge and understanding of media products in relation to the four areas of the Theoretical framework:

- Media language
- Media representation
- Media industries
- Media audiences.

Students are required to study media products from all of the following media forms: Television, Film, Radio, Newspapers, Magazines, Advertising and marketing, Online, social and participatory media, Video games and Music video.

- They will progress their ability to construct well-argued, well-informed, balanced and structured written arguments, demonstrating their depth and breadth of understanding of the subject
- reflect on and develop their own values, beliefs and attitudes to different forms of media and express what makes advertising 'good'