



Media Studies at The Hinckley School

<p><u>Curriculum Vision</u></p> <p>Media Studies gives students an opportunity to study a range of media forms, considering the impact Media has on society. Through their studies, students will develop their analytical skills by decoding meanings of set products. As well as academic study, students will gain real world knowledge and explore all the careers available to them through a Media Studies qualification: advertising; marketing; regulation; journalism; directing to name but a few.</p> <p>The media plays a central role in contemporary society and culture. It shapes our perceptions of the world through the representations, viewpoints and messages 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 operate as commercial industries on a global scale. The global nature of the contemporary media, coupled with ongoing technological developments and more opportunities to interact with the media, suggest that their centrality in contemporary life can only increase.</p>	<p><u>Subject Intent</u></p> <p>Media is the future.</p>
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Key Stage 4: Eduqas GCSE Spec

Term	Year 10	Year 11
Autumn 1	<ul style="list-style-type: none"> • Introduction to GCSE Media • Practical Skills project 	<ul style="list-style-type: none"> • Component 1 Revision • Coursework • Component 2 Section A: Television Sitcoms
Autumn 2	Component 1 Section A: Advertising and Marketing	<ul style="list-style-type: none"> • Coursework • Component 2 Section A: Television Sitcoms
Spring 1	Component 1 Section A: Newspapers and Magazines	<ul style="list-style-type: none"> • Coursework • Component 2 Section B: Music Videos
Spring 2	Component 1 Section B: Newspaper and Film Industry	<ul style="list-style-type: none"> • Coursework • Component 2 Section B – Online Media
Summer 1	Component 1 Section B: Radio and Video Game Industry	<ul style="list-style-type: none"> • Coursework • Component 1 revision
Summer 2	<ul style="list-style-type: none"> • Exam Skills • Component 3 – Coursework planning and preparation 	<ul style="list-style-type: none"> • Exam Skills • Component 2 revision
Assessment Objectives & Learning Aims	<ul style="list-style-type: none"> • demonstrate skills of enquiry, critical thinking, decision-making and analysis <ul style="list-style-type: none"> • acquire knowledge and understanding of a range of important media issues • develop appreciation and critical understanding of the media and their role both historically and currently in society, culture and politics <ul style="list-style-type: none"> • understand and apply specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed in order to make informed arguments, reach substantiated judgements and draw conclusions about media issues <ul style="list-style-type: none"> • appreciate how theoretical understanding supports practice and practice supports theoretical understanding <ul style="list-style-type: none"> • develop practical skills by providing opportunities for creative media production. 	



Key Stage 5: Eduqas

Term	Year 12	Year 13
Autumn 1	<ul style="list-style-type: none"> • Introduction to A Level Media • Practical Skills Project 	<ul style="list-style-type: none"> • Coursework • Component 2 Section C: Online Media • Component 1 Section B: Newspapers
Autumn 2	Component 1 Section A: Advertising and Marketing	<ul style="list-style-type: none"> • Coursework • Component 1 Section B: Video Games • Component 1 Section B: Radio
Spring 1	<ul style="list-style-type: none"> • Component 2 Section B: Magazines • Component 2 Section A: Television Crime Drama 	<ul style="list-style-type: none"> • Coursework • Component 1 revision
Spring 2		<ul style="list-style-type: none"> • Coursework • Component 2 revision
Summer 1	<ul style="list-style-type: none"> • Component 1 Section A: Music Videos • Component 1 Section B: Film marketing 	<ul style="list-style-type: none"> • Coursework • Exam Skills and revision
Summer 2	<ul style="list-style-type: none"> • Component 3: Coursework • Exam Skills 	
Assessment Objectives & Learning Aims	<ul style="list-style-type: none"> • demonstrate skills of enquiry, critical thinking, decision-making and analysis • demonstrate a critical approach to media issues • demonstrate appreciation and critical understanding of the media and their role both historically and currently in society, culture, politics and the economy • develop an understanding of the dynamic and changing relationships between media forms, products, industries and audiences • demonstrate knowledge and understanding of the global nature of the media • apply theoretical knowledge and specialist subject specific terminology to analyse and compare media products and the contexts in which they are produced and consumed • make informed arguments, reach substantiated judgements and draw conclusions about media issues • engage in critical debate about academic theories used in media studies • appreciate how theoretical understanding supports practice and practice supports theoretical understanding • demonstrate sophisticated practical skills by providing opportunities for creative media production. 	