

Springwood High School Media Studies Curriculum Plan

Our Vision, Aims and Objectives:

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.

Through studying media products holistically in relation to all areas of the theoretical framework, learners will engage with the dynamic relationships between media products, media industries and audiences. Learners will also consider established media forms alongside more contemporary forms, developing an awareness of emerging and evolving media. Although the primary emphasis in this specification is on the contemporary media, learners will explore how the products relate to their wider historical contexts. Learners will also extend their experience of the media through the study of products with which they may be less familiar, including those produced by or for a minority group, non-mainstream and non-English language products. This course aims to develop knowledge and understanding of the transnational nature of the media, considering the effect of different national contexts on representations in media products, the global reach of media industries, and the targeting of audiences on a national and global scale

Exam Board: WJEC Eduqas

Course Title: GCE A-Level in Media Studies

Trips and Enrichment:

We run an annual trip to the English and Media Conference in London. This conference is designed for A-Level Media students and includes keynote speeches from a range of industry professionals.

We are also in the process of developing our own Media Studies podcast - written and performed by students.

We engage annually with ERIC careers live talks and presentations.

Subject Support:

After school support is offered every Wednesday for one hour. (3:25pm - 4:25pm)

Career/ University and Apprenticeship Pathways:

Media Studies is useful for a wide range of career/ training/ further education pathways. For example Film, Television, and Radio, Journalism, Writing, and Publishing, Marketing, PR, and Social Media, Digital Design and Interactive Media.

Curriculum Journey:

The Media curriculum has been sequenced in order to firstly build knowledge of all four aspects of the theoretical framework. Students then master these concepts and are able to critically approach 'in-depth' studies. The NEA is introduced at the end of Year 12 alongside magazine and music videos which are popular NEA tasks. Year 13 is focused on in-depth studies and then the year finishes with a smaller study which then allows for revision to start.

Year	Autumn 1	Autumn 2	Spring 1	Spring 2	Summer 1	Summer 2
Year 12	Advertising and Marketing <i>(language, representation and audience)</i>	Film Industries <i>(industries)</i> Radio <i>(audience and Industries)</i>	Magazines: Mainstream and Alternative Media In-Depth study <i>(language, representation, industry and audience)</i>	Magazines: Mainstream and Alternative Media In-Depth study <i>(language, representation, industry and audience)</i> NEA	Music Video <i>(language and representation)</i> NEA	Music Video <i>(language and representation)</i> NEA
Year 13	Media In The Online Age: In-Depth study <i>(language, representation, industry and audience)</i> NEA	Television in the Global Age In-Depth study <i>(language, representation, industry and audience)</i> NEA	Newspapers In-Depth study <i>(language, representation, industry and audience)</i>	Video Games <i>(audience and industries)</i>	Revision	Revision

Useful Links:

