

Media

Intent:

In the Media department at The Rodillian Academy, we focus on offering learners the opportunity to develop knowledge and understanding of key media issues. We introduce students to a theoretical framework for analysing the media in a Media Suite which provides state of the art filming and editing equipment to allow students to shoot and edit on Apple Mac computers using graphic design software like Photoshop.

In Year 9, our pre option involves studying both established and evolving media forms, learners will gain a real awareness of the role of the media. They study a range of rich and stimulating media products and have opportunities for creative media production pieces. This option is always extremely popular due to its emphasis on contemporary issues and debates.

In Year 10 and 11, we use the Eduqas GCSE in Media Studies exam board as it offers a broad, coherent and engaging course of study. Throughout the course students will demonstrate skills of enquiry, critical thinking, decision-making and analysis; 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; appreciate how theoretical understanding supports practice and practice supports theoretical understanding; develop practical skills by providing opportunities for creative media production.

Term		Year 9	
	Topic	Knowledge	Skills/Assessment
Term 1	Introduction to Media Introduction to the course. What is Media Studies? What will the year look like?	Key vocabulary/subject specific terms (creating individual glossaries) Key Theories (Including U&G!)	Knowledge and application of relevant theories Applying theory to relevant case studies. Such as Friends, Man Like Mobeen, Ms Marvel
	Broadcast Industries The history of the Television Industry		Students will work in groups and pitch an idea to the class to get funding for either a new sitcom, drama or reality tv show
Term 2	E: Media The Music Industry	The rise of music stars through social media and TikTok and how it has changed music	Creating case studies and analyse the rise of a chosen music artist
	Representation in the music industry Selling records – What is real and what is fake?	How has the way we listen to music changed?	
Term 3	Broadcast Industries History of the Film Industry. Hollywood vs The World. What is world cinema?	Knowledge on genres and relevant theories The history of film industry and impacts	Students will work in groups to pitch an idea for a brand-new film. They will choose the genre themselves.
	Regulation of films around the world The history of the UK magazine and News industry. Representation of ethnic minorities in news and magazines War & Conflict portrayal in news Fake new vs Real news?	The history of regulation in the UK Marketing of films and impact Developing understanding of news and world politics Also being able to analyse magazine covers and news article discussing relevant theories and issues	They will be required to write a script, create characters, choose a target audience and also discuss the marketing strategy Choose a magazine or News story Analyse and discuss representation in your chosen case study

Media Studies – Key Stage 4

Implementation:

Term	Year 10 and Year 11 [One Year Option]					
	Topic	Knowledge	Skills/Assessment	Topic	Knowledge	Skills/Assessment
Term 1	Exploring the Media Not Time to Die (2021) and The Man with the Golden Gun (1974) Pride (2016) and GQ (November 2021) Quality Street (1954) & This Girl Can (2016) The Sun and The Guardian (2021)	Key vocabulary/subject specific terms (creating individual glossaries) Key Theories (Including U&G!)	Developing analytical, evaluative Critical Analysis of given topics Understanding of key concepts	Understanding Media Forms & Products Man Like Mobeen (2017) & Friends (1994) Component 3: film poster production [Completed by Term 1 or supported with P7 after]	Developing analytical, evaluative skills; developing understanding of literary conventions of sitcoms understanding of key concepts such as representation, stereotypes and industry Develop Photoshop skills and creative methods for media produce pieces	Developing analytical, evaluative Critical Analysis of given topics Understanding of key concepts Develop Photoshop skills and creative methods for media produce pieces
	Exploring media industries & Audiences Not Time to Die (2021) The Archers (1951) & Fortnite (2012)	Key subjective specific terminology to analyse Sitcoms Code and conventions and compositions of film posters and DVDs	Key vocabulary/subject specific terms (creating individual glossaries) Key Theories (Including U&G!) Code and conventions and compositions film posters and DVDs	Understanding Media Forms & Products Uptown Funk (2015) Bad Blood (2015) & Waterfalls (1994)	Develop understanding of context and representation	Developing understanding of literary conventions of music videos Understanding of key concepts such as representation, stereotypes and industry
Term 3	Component 3 - Cross-Media Production Film Marketing	A cross-media production to market and promote a new film in a chosen genre set by the exam board	Ability to research and collate information for product Understanding of key concepts such as media language	Component 1 & 2 Revision Final Examination prep	Consolidation of course	Be able to understand key concepts clearly Revision techniques

Intent:

When teaching A Level Media Studies at The Rodillian Academy, we focus on developing excellence in analysis, academic register and debating skills alongside providing students with the historical context needed to appreciate the texts studied. We are particularly aware of the need to provide students with a variety of texts across the different media forms that are available

We encourage all students to develop a love for film, television and print media from across the globe so that they can understand the texts better. Students work with a team of highly specialised media teachers who cover two exam papers and a Non-Exam Assessment (NEA). The NEA requires the students to create a marketing scheme for a film in their chosen genre. This NEA gives students the opportunity the freedom to release their creativity.

Our curriculum is organised by two exam papers which explore themes such as representation, gender roles and contexts of when they were made. This allows the students to gain knowledge of different eras, but also understand how times have changed. They also develop their analytical skills alongside specific debate topics. This approach allows for the additional cultural capital gained from the exploration of the key societal issues of the eras studied.

All our students acquire a wide range of writing skills but also understanding of wider issues in society. We routinely use discussion in order to learn; they should be able to elaborate and explain clearly their understanding and ideas. The NEA component of the course helps to develop students independent learning skills as this gives them the opportunity to work alone and also get a feel of university life.

Implementation:

Term	Year 12		
	Topic	Knowledge	Skills/Assessment
Term 1	Media Products, Industries and Audiences Newspaper Daily Mirror (2022) & The Times (2022) Advertising Tide (1950) & Super Human Tokyo (2022) Film Posters Kiss of the Vampire film poster	Key vocabulary/subject specific terms (creating individual glossaries) Developing understanding of context and representation in set products Using relevant theories to analyse media text	Developing critical thinking and analytic skills Final Examination
	Magazines Vouge & The Big Issue. Music Videos Underdog, Alicia Keys & Little Bit of Love, Tom Grennan Film Black Panther (2018) & I 'Daniel Blake (2015)	Key vocabulary/subject specific terms (creating individual glossaries) Developing understanding of context and representation in set products Using relevant theories to analyse media text Developing understanding of industry and audiences and how they are impacted	Developing critical thinking and analytic skills Final Examination

Term 3

Cross Media Production Film Marketing

Students will create a cross-media production in a genre (or subgenre/ hybrid) of their choice and promote this through a marketing scheme

*Key vocabulary/subject specific terms
(creating individual glossaries)*

*Developing understanding of context
and representation in set products*

*Understanding of different genres and
the impact*

Using Photoshop

Media– Key Stage 5

Implementation:

Term	Year 13		
	Topic	Knowledge	Skills/Assessment
Term 1	Industries and Audiences Radio <i>Have You Heard George's Podcast</i>	Key vocabulary/subject specific terms (creating individual glossaries)	Developing critical thinking and analytic skills
	Video Games <i>Assassins Creed</i>	Developing understanding of industry and audiences and how they are impacted	Final Examination
Term 2	Television In a Global Age <i>The Bridge</i> & <i>Peaky Blinders</i>	Key vocabulary/subject specific terms (creating individual glossaries)	Developing critical thinking and analytic skills
		Developing understanding of context and representation in set products Using relevant theories to analyse media text	Final Examination
Term 3	Media and the Online Age <i>KSI</i> & <i>Attitude</i>	Key vocabulary/subject specific terms (creating individual glossaries)	Developing critical thinking and analytic skills
	Exam Preparation <i>Past Papers</i> <i>Exam style questions</i>	Developing understanding of context and representation for their film	Final Examination