

KS4 Media Studies Intent statements

Intent	
<p>We aim to deliver a contemporary and interactive curriculum which encourages students to develop their creative, analytical, research, and communication skills, through exploring a range of media forms and perspectives. We want to encourage students' individual strengths, fostering a high level of media literacy and supporting students to be proactive, engaged and curious about the world around them and the media landscape that surrounds them.</p>	
Goal for Every Student	
<p>Students at KS4 will study a range of close study products (CSPs). These often change on a yearly basis in order to remain fresh and current.</p> <p>In addition to the broad coverage of all nine media forms, students must engage in the in-depth study of at least one audio-visual, one print and one online, social and participatory media form. Each in depth study will link the specified media form to all four areas of the theoretical framework that are based around a key text.</p> <p>The CSPs will address the requirement that students engage with products which:</p> <ul style="list-style-type: none"> • possess cultural, social and historical significance in terms of critical acclaim and/or audience popularity • reflect and illuminate the theoretical framework for the study of media • provide rich and challenging opportunities for interpretation and analysis, enabling students to develop a detailed understanding of how the media communicate meanings • are from different historical periods • are intended for different audiences • demonstrate emerging, future developments of the media • are not necessarily the type of products which students would normally engage. <p>KS5: Students at KS5 will build on this study of CSPs.</p>	
Implemented pace	
<p>The students shall be broadly looking at a topic every half term under the broad themes below.</p>	
Yr 10	YR 11
<p>Introduction to the key concepts within the theoretical framework.</p> <p>Media language, audience, industries, representation</p>	<p>Newspapers – The Daily Mirror/The Times</p> <p>TV CSP- Dr Who 1st episode/ His Dark Materials.</p> <p>Media industries</p> <p>Media Audiences</p> <p>Media language</p> <p>Media representations</p>
<p>Magazines CSP (Heat and Tatler)</p> <p>Media language</p>	<p>TV CSP- Dr Who 1st episode/ His Dark Materials.</p> <p>Media industries</p>

Media representations	Media Audiences Media language Media representations
Advertising and marketing – OMO/Galaxy/NHS blood campaign Media language Media representations	Paper 1 - overall content: <ul style="list-style-type: none"> • magazines • advertising and marketing • newspapers • online, social and participatory media and video games. • radio • music video • newspapers • online, social and participatory media and video games • film (industries only).
Music Video – Hyun-seung Arctic Monkeys/ Media industries Media Audiences	Paper 2 overall content: Television Close Study Products and can test any area of the theoretical framework. Section B will be based on either newspapers or online, social and participatory media and video games and can test any area of the framework.
Online, social and participatory media Lara Croft Go!/Kim Kardashian Hollywood/ Marcus Rashford Media industries Media Audiences Media language Media representations	
Radio- Radio 1 launch day 1967 Kiss Breakfast on Kiss Radio Media industries Media Audiences	
Film – I Daniel Blake/ Black Widow Industries	

Impact

Students will be assessed and taught using the Talk 4 Writing process. Each GEM cycle will begin with key knowledge and context needed before students' will be assessed with a Cold Task. Subsequent lessons will be tailored to fill gaps in students' knowledge and skills and extend their learning from the Cold Task. The final unit assessment will be a Hot Task, where students are assessed against AOs for their independent work.