

KS4 Curriculum Overview

Media Studies

Exam Board & Syllabus: AQA

Curriculum Intent

AQA Media Studies provides a framework for the systematic study of Media Language, Representations, Audiences and Industries, while also allowing the opportunity for creative work. Most of all, it offers the opportunity to demonstrate knowledge and understanding of the contexts of media and their influence on media products and processes. To explore and analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions. To create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.

How does the KS4 curriculum build on that from KS3?

In KS3 English we have units of work that introduce key media theoretical approaches such as Narrative Theory (Propp/Todorov) which we build upon. Genre is also explored in KS3 – particularly in the unit on animation. We make explicit reference to this work and encourage recall as we introduce media theory in Autumn 1.

What do students *do* with this knowledge or these skills?

Studying Media will encourage students to:

- 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
- understand and apply specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed to make informed arguments, reach substantiated judgements, and draw conclusions about media issues
- appreciate how theoretical understanding supports practice and practice supports theoretical understanding
- develop practical skills by providing opportunities for creative media production.

How does the KS4 curriculum align to the National Curriculum?

We take opportunities to respond to current trends, talking points and controversies to feed into the course as and when it is appropriate and expedient to do so. A recent example included linking in the take-over of Twitter by Elon Musk into the unit on online, social and participatory media. Doing this yielded greater understanding and relatability from learners.

What new knowledge or skills are students taught?

Term	Year 10	Year 11
Autumn	Magazines Advertising	Television Radio/Mock Revision
Spring	Music Videos/Video games Video games/Online Social, participatory media	Newspapers Film/Exam Revision
Summer	NEA: Media Production/Mock Revision NEA: Media Production	Exam Revision
Rationale for this sequencing	<p>Magazines: Introduce and begin to establish core vocabulary and analytical skills; introduce first key study areas of theoretical framework - all novel. Selection of magazines as first topic provides students with a more approachable, 'static' text through which to introduce complex theory and media language.</p> <p>Advertising: transition to a more challenging text that will develop students' confidence based on prior learning from magazines. Also, a topic that has more student appeal through moving image.</p> <p>Music videos/Video games: new theoretical concept, stimulates excitement and interest through relatable topic while also offering challenge.</p> <p>Video games/Online, Social Participatory media new theoretical concept, stimulates excitement and interest through relatable topic while also offering challenge.</p>	<p>Television: Most demanding/intensive media product is positioned at the start of the year to make the most of prior learning (confidence) and capacity for cognitive loading.</p> <p>Radio/mock revision: Most demanding/intensive media product is positioned at the start of the year to make the most of prior learning (confidence) and capacity for cognitive loading.</p> <p>Newspapers: As we approach the exam period and begin to narrow down the targeted revision topics, Newspaper's presents an opportunity to explore a static text through the lens of theoretical framework components students are already experienced with.</p> <p>Film: As the exams are imminent, this, the shortest of our topics provides an opportunity for learners to set aside more cognitive capacity for the revision and recall activities that will become a mainstay at this point.</p>

	NEA/Mock Revision Rationale: Opportunity and importance: 30% of final grade. Builds on theoretical framework and knowledge and knowledge and understanding. (AO1/AO2)	
--	---	--

Additional support at home		
Additional reading for enjoyment, enhancement and extension	<ul style="list-style-type: none"> • Magazines (any), Newspapers (current online or print) • Keep up to date with current affairs (news) 	
Online resources to practice, consolidate and revise	<ul style="list-style-type: none"> • AQA Subject specific vocabulary • GCSE Media Studies - BBC Bitesize • Media Smart - Secondary School Resources 11 - 16 yrs 	
Workbooks & revision guides to practice, consolidate and revise	<ul style="list-style-type: none"> • AQA GCSE Media Studies - Student Book - Illuminate Publishing 	