

Subject: Media Studies

Rationale: At Cardinal Wiseman want the study of media to be knowledge based, theoretical and practical.

Knowledge - our curriculum is knowledge-based because our starting point is to look at examples from the world of media; we deconstruct media texts by examining their codes and conventions and each constituent part.

Theoretical - our curriculum is under-pinned by a range of academic theories which add rigour and allow students to see media texts in a range of ways. For example, applying audience theories allows students to develop an understanding of how and why a media product appeals to a specific target audience.

Practical - we provide opportunities for our students to put their theoretical knowledge to the test by creating products to set briefs; this allows students to develop pre-production and planning skills, before developing their creative abilities.

	Autumn	Spring	Summer
Year 12	Introduction to Media Unit 1 - Media Products and Audiences external exam preparation Unit 3 - Create a Media Product	Unit 1 - Media Products and Audiences external exam preparation Unit 3 - Create a Media Product	Unit 1 - Media Products and Audiences external final exam Unit 20 Advertising
Year 13	Unit 2 - Pre-production and Planning external exam preparation Unit 20 Advertising Unit 7 - Journalism and the News Industry	Unit 2 - Pre-production and Planning external final exam Unit 7 - Journalism and the News Industry	

Year 12 - what do you want year 12 to know by the end of the year and why?

What:

Y12 students need to know how to deconstruct a wide range of media texts, and how to examine the codes and conventions of each constituent part. This will continue to develop the analytical skills that students develop at GCSE, particularly in English Literature, where features of language are analysed. In media it can be features of layout, language, or denotations and connotations of moving images, but the basic approach of being analytical in a text, builds on the same skills of enquiry that have been embedded in GCSE; in this way, the teaching and learning that occurs in Cambridge Technicals in Digital Media Level 3 is sequential as it builds on existing skills and takes them to a deeper and wider level.

The Y12 students will know and practise a range of pre-production tasks, in response to their Unit 3 Client Brief in which they have to produce a specified media text.

The Y12 students will also extend their knowledge of media products and audiences in response to the requirements of the Unit 1 exam.

Why

The Y12 students need to know this so they are equipped to go forward into the course with the necessary critical analytical skills that they will require.

The Y12 students need to understand pre-production processes, so their final products are carefully planned in advance, allowing them to produce an original media product.

The Y12 students need to become increasingly familiar with audience theories and knowledge of media institutions so they are well equipped for their first exam.

Year 13 - what do you want year 13 to know by the end of the year and why?

What

Y13 students will need to know how to respond to Client Briefs in Units 20 & 7, including how to plan and prepare for creating original products.

For their Unit 2 exam, Y13 students will put their knowledge of pre-production tasks into practice. Additionally, they will develop evaluative skills that the longer exam questions require.

Why

The Y13 students will need to further develop pre-production skills embedded in Y12 to allow them to succeed in their own creative, practical tasks in Units 20 & 7.

The Y13 students need to become experts at evaluating pre-production tasks independently as that is an integral part of the Unit 2 exam.

Omnia pro Christo