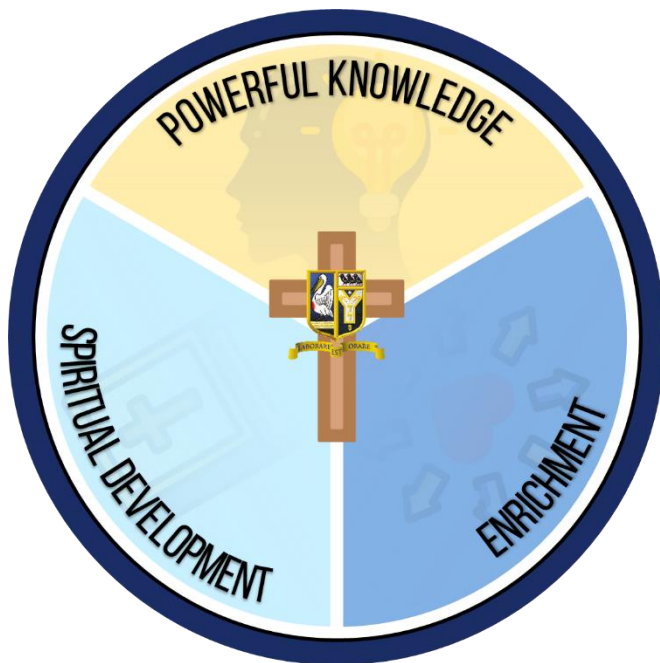


# THE BECKET SCHOOL



## MEDIA STUDIES

### CURRICULUM INTENT



*"I HAVE COME IN ORDER THAT YOU MIGHT HAVE  
LIFE  
—LIFE IN ALL ITS FULLNESS."*

~JOHN 10:10

**"IF YOU DON'T READ THE NEWSPAPER YOUR UNINFORMED, IF YOU DO READ THE NEWSPAPER YOUR MISINFORMED" – MARK TWAIN**

THE WORLD AROUND US IS EVOLVING CONSTANTLY WITH TECHNOLOGY AND THE MEDIA PLAYING A ROLE IN OUR LIVES GREATER THAN IT EVER HAS PREVIOUSLY. MEDIA STUDIES LOOKS HOW THE DIGITAL LANDSCAPE OF THE NEXT FRONTIER HAS BEEN FORMED AND TEACHES YOUNG PEOPLE TO READ, INTERPRET AND CREATE THEIR OWN IMPACT WITHIN IN. THE MEDIA IS ALL AROUND US IN EVERY ELEMENT OF OUR LIVES, FROM BROWSING NEWS AND SOCIAL MEDIA TO RADIO, VIDEO GAMES AND EVERYTHING IN BETWEEN. UNDERSTANDING THE MEDIA GOES BEYOND WORDS AND IMAGES ON A PAGE AND LOOKING INTO THE EMOTIONAL AND SEMIOTIC INTENTION OF THE CREATOR. THROUGH A SYMBIOTIC COMBINATION OF PRACTICAL AND THEORETICAL APPROACHES, WE WILL LOOK AT HOW AND WHY ALL DIFFERENT FORMS OF MEDIA HAVE BEEN CREATED, WHILE LEARNING AND REFINING THESE TECHNIQUES TO CREATE YOUR OWN DIGITAL FOOTPRINT IN THE WET CEMENT OF TOMORROW.

# INTENDED OUTCOMES

## By the end of Year 12 Students will have;

- Introduction to the course and analysis of personal media consumption.
- Knowledge of the 4 key areas of theoretical framework that underpin media, (Media language, Audience, Representation and Industry)
- Study Media messages within Newspapers, social Media, Advertising, Magazine, Web design and Music videos
- Developing skills in understanding and creation of different media styles (Film, Radio, Video games and long form TV Drama)
- Begin course specific Media briefs

## By the end of Year 13 Students will have;

- Completed Course Specific Media briefs
- Understanding of academic arguments/ ideas touched upon in year 12 in much greater detail.
- Understanding of academic arguments/ ideas on key theoretical framework.
- Study of set texts, including application of academic arguments/ ideas on news, online/ participatory media and long form TV Drama's
- Unseen source analysis and comparison practice

# CURRICULUM INTENT

<p><b>POWERFUL KNOWLEDGE</b></p>	<p><b>Students will learn;</b></p> <ul style="list-style-type: none"> <li>• How the media has evolved into a core necessity for most daily communication and information.</li> <li>• The importance of Media language on understanding and interpretation across different media platforms.</li> <li>• Methods in which the media uses to represent opinions on all key areas of life (Social, Cultural, Historical and political)</li> <li>• How audiences are broken down into key demographics and targeted with specific content.</li> <li>• The impact of industry on the development and evolution of media and technology.</li> <li>• Interactions with all forms of media in daily life and how it is affecting us</li> <li>• Build a wide range of media creation skills used in the creation of coursework</li> <li>• Key theoreticians linked to ideas and arguments in media study</li> </ul>
<p><b>SPIRITUAL DEVELOPMENT</b></p>	<p><b>Students will gain;</b></p> <ul style="list-style-type: none"> <li>• Respect – Understanding a wide spectrum of audiences, cultures and beliefs.</li> <li>• Perseverance – In the pursuit of quality content creation students will gain perseverance in learning new skills and application of them.</li> <li>• Integrity – learning the methods in which the media will intentionally sway perspective, forming your own opinion.</li> <li>• Unity – Working with others on shared artistic vision.</li> <li>• Love – Taking great pride and passion in everything you create taking love and ownership of your own creations.</li> </ul>
<p><b>ENRICHMENT</b></p>	<p><b>Students can access;</b></p> <ul style="list-style-type: none"> <li>• Students will have access to a wide range of media sources both digital and physical to broaden their experience of the media.</li> <li>• Creation of Becket media studies, social media presence and curation of accounts.</li> <li>• Media extracurricular club, aimed at younger years to increase pre KS5 exposure.</li> <li>• Visits to Radio stations, films sets etc (Where possible) to increase student experience of industry.</li> <li>• Creation of new resources for use within the Becket school.</li> <li>• Explore careers linked to media through Unifrog</li> <li>• Extend their learning through Super Curricular and Becket Reads programme.</li> </ul>

# CURRICULUM IN THE CLASSROOM

<b>B</b>	<b>BEHAVIOUR IS EXCELLENT</b>	
<b>E</b>	<b>EXPERT TEACHERS</b>	
<b>C</b>	<b>COGNITIVELY ACTIVE</b>	
<b>K</b>	<b>KNOWLEDGE-RICH</b>	
<b>E</b>	<b>EMBEDDED PRACTICE</b>	
<b>T</b>	<b>TESTING-FOR-LEARNING</b>	

## HOW WILL STUDENTS LEARN MEDIA?

- Modern and relevant topics and resources to maximise engagement and understanding. Utilising online connectivity to create 360 provision.
- Schemes of work designed to develop upon previous life and school experience to broaden student's perspectives.
- Challenging the ways in which the world is perceived to allow learning to continue beyond the classroom.
- Understanding that challenges the world around us, how and why it has been formed the way it has.
- Theory and practice taught symbiotically to allow for greater development of both through first-hand experience.
- Use of practical and written assessment, along with journals and creative briefs to monitor progression throughout the course.

# LEARNING SEQUENCE

## YEAR 12

<b>T O P I C</b>	<b>Introduction to Media</b>	<b>Media Messages Chapter 1</b>	<b>Media Messages Chapter 2</b>
<b>E X P L A N A T I O N</b>	Students are taken through a 7 week intensive introduction to the course, building the foundations of skills required for the course. Students will begin their understanding of the 4 key frameworks ( Language, Representation, Audience and Industry), culminating in a production task to introduce basic elements of production.	How does the media impact us on a daily basis. What is the subliminal impact of the media we digest? Throughout this term we will be looking into how messages and created by different media formats, including news both digital and paper based, including newspaper companies social media presence. We will also study the use of advertising and the messages used within specific marketing campaigns. Further culminating in a production brief to utilise and refine the skills gained throughout the course.	Developing on the knowledge gained in chapter 1, in the second part of Media Messages we explore the creation of magazines contrasting to the learning of newspapers and advertising. We will explore the use of music videos, looking at the messages contained within the music, lyrics and videography itself. Culminating in the creation of a practical project

# YEAR 12 CONTINUED

T O P I C	Evolving Media Chapter 1	Evolving Media Chapter 2	Examinations and Coursework
E X P L A N A T I O N	<p>Within evolving media, students will be looking at the way in which different media forms have developed through the decades. Within the first half term students will look at the film industry focusing specifically on the Disney corporation and how they have developed forms of storytelling and narrative. Students will then look into the use of radio looking specifically at radio 1 breakfast show. Students will explore how the show has evolved and stays relevant to its target audience.</p>	<p>Continuing within the exploration of evolving media, students begin with exploration of the video game mine craft. In specific students will be exploring how Minecraft has developed into a global sensation and how its industry has developed. Finally, we will conduct a study into long form television drama. Comparing the difference between and English and a non-English language based drama. Students will contrast the delivery of narrative along with other factories on production and delivery. Culminating in a production task.</p>	<p>Students will have revision and preparation followed by their year 12 exam. Once students have finished their exam they will begin on the Non examined assessment briefs. The briefs will assess one of the skills covered throughout the course along with the creation of a website to advertise the product. Students will begin to design their product for the specific brief and then complete a short pitch to other students on the chosen product.</p>

# YEAR 13

T O P I C	NEA Completion	Academic Arguments and Ideas Chapter 1	Academic Arguments and Ideas Chapter 2
E X P L A N A T I O N	Having completed a pitch prior to summer students will have had time to reflect upon and relevant feedback and will use this half term to begin on the production of their product brief. This can be either, Radio, Music video, Magazine or Games show. All of which must be accompanied by a website.	Students will now begin to revisit the learning from year 12, while being introduced to key theorists that proposed arguments or ideas relevant to specific areas of media studies. Within the first half term students will revisit the 4 key framework areas and explore how specific theorists are applicable to certain frameworks. These will be interspersed with practical applications of the theories and practice style questions to implement the learning.	Having gained an understanding of the theorists in appreciation to the 4 key framework areas, students will now begin to apply this learning to the long form television dramas along with the online news and participatory media. Students will be looking at how individual theorists are applicable to specific elements while also contrasting with other theorists for overlaps or opposing views.

# YEAR 13 CONTINUED

T O P I C	Unseen practice and exam preparation.	Final exam preparation
E X P L A N A T I O N	Using the knowledge gained in academic arguments and ideas students will further refine their examination technique, practicing unseen exam style questions relating to comparison and contrast of two media forms. These will include both newspapers/ online media and long form television. Students will further revisit Magazines, Advertising, Marketing and music videos reflecting upon the relevant theorists and exam preparation.	Students will recap final areas of Film, Radio and Video games in contrast to the specific theorists.  Finalising any exam style questions and techniques ready for examination