Welcome to the Media Studies Department

We are pleased to welcome you and your child to the Media Studies Department. Our curriculum is designed to help students become thoughtful, creative, and informed individuals who can understand and engage with the media that shapes our world. Through a carefully sequenced programme of study, students develop both analytical and practical skills that prepare them for success in further education and future careers.

Curriculum Structure and Progression

Our curriculum is thoughtfully sequenced to ensure that students build knowledge and skills over time. Each year introduces new concepts while revisiting and deepening understanding of key ideas such as media language, representation, industry, and audience.

- **Key Stage 4 (GCSE)** focuses on foundational knowledge, including how media texts are constructed, how audiences are targeted, and how representation shapes societal views. Students also complete a practical project (NEA) where they apply their learning to create their own media product.
- **Key Stage 5 (A Level)** builds on this foundation with more complex analysis of global media, digital platforms, and theoretical frameworks. Students explore topics such as online media, television, and music videos, and complete an advanced NEA project that demonstrates their creative and critical thinking.

Each topic is designed with clear **end points**, ensuring students know what they are expected to understand and achieve at every stage.

What Will Students Learn?

Throughout the course, students will:

- Analyse how media texts use language, images, and sound to create meaning
- Explore how people, groups, and issues are represented in media
- Understand how media industries operate, including ownership, regulation, and digital transformation
- Examine how audiences engage with media, including the impact of social media and participatory culture
- Apply their knowledge to create original media products using industry-standard tools

Why Study Media?

Media Studies helps students develop:

- **Critical thinking**: Understanding how media influences opinions and behaviours
- **Cultural awareness**: Exploring issues of identity, diversity, and representation
- **Creative skills**: Designing and producing media content
- **Transferable skills**: Communication, research, project management, and collaboration

These skills are valuable in many fields and help students become informed, responsible media users and creators.

Careers and Future Opportunities

Media Studies opens doors to a wide range of careers, including:

- Journalism and broadcasting
- Film and television production
- Advertising and marketing
- Public relations and digital content creation
- Media research and analysis

The subject also provides a strong foundation for further study in media, communications, and related disciplines.

Exam Board and Assessment

We follow the **EDUQAS** specification for both GCSE and A Level Media Studies. Assessment includes a combination of written exams and a **Non-Exam Assessment (NEA)**, where students plan, produce, and evaluate their own media product.

Our Commitment to Inclusivity

We are committed to delivering an inclusive curriculum that reflects the diversity of our students and the world around them. We:

- Start with foundational concepts and build complexity over time

- Revisit key ideas to strengthen understanding
- Encourage critical thinking about representation, bias, and social issues
- Support all learners, including those with SEND, through thoughtful sequencing and scaffolding

In Summary

Media Studies offers a rich and engaging learning experience that equips students with the tools to understand, critique, and create media in a rapidly changing world. We look forward to supporting your child on this exciting journey.