

St Cuthbert Mayne School Curriculum Map 2020-2021



Department: Media Studies

Department Intent and overview

Our media studies curriculum will help students living in Torbay:

- Appreciate how improving their media literacy skills now will broaden the opportunities they have for success in all areas of adult life.*
- Learn how media language is an international language, has a rich and varied history, and how it has rapidly developed since the dawn of the digital age.*
- Understand the wider context of their home in a small coastal town on the south coast of England, and be inspired to communicate with the wider world.*

Key Stage 3 Curriculum Summary

Although media studies is not explicitly taught at KS3, our students are introduced to this subject through a film language unit as part of their English curriculum in Year 8. In that unit they are taught the key concepts of media language and introduced to the idea of reading a film text in a similar way to reading a traditional written text. More information about this unit can be found on the English pages of this website.

Key Stage 4 Curriculum Summary

We deliver a media studies curriculum that follows OCR's GCSE syllabus, with a full GCSE certificate earned through exams in the summer of Year 11, plus a practical coursework production usually completed by the summer of Year 10.

The GCSE introduces students to the terminology of media language, a range of media theories, and the major media concepts while studying nine different media forms. That's a lot of media! The course is packed with content that ranges from the recent trend of using social media to spread news, to the evolution of TV crime dramas in the UK from the 1960s to the 2010s.

Media is taught over 5 hours per fortnight by one specialist teacher.

By the end of the course, our media students will be better prepared to live, work and thrive in a world where they are bombarded by (and create) an unbelievable amount of media from a previously unimaginable number of sources.

Year 10 Autumn Term 1

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Topic/Unit	Introduction to media forms and the theoretical framework (representations, language, audience and industry).					
Knowledge (Content covered)	Introduction to the nine media forms and the four areas of the media theoretical framework.	Introduction to media language for print and online products	Introduction to media language for audio-visual products	Introduction to media representations	Introduction to media audiences	Introduction to music videos: to explore how different videos from different musical genres use media language and representations to differentiate the musical artist
Skills	Learning media terminology	Interpreting media texts	Identifying media language	Understanding media use of representations	Understanding how to discuss media audiences	Comparing media texts
Assessment	There will be weekly home-learning tasks set that will each be assessed by the teacher to judge how successful the in-class learning has been. These tasks will be a mixture of research, written and practical tasks.					
Gatsby 4 (Linking curriculum learning to careers) GATSBY BENCHMARK 4						

Year 11 Autumn Term 1

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Topic/Unit	Marketing to Media Audiences (Film and Video Games Industries)					
Knowledge (Content covered)	Introduction to media industries: to explore Warner Bros and The Lego Movie/The Lego Movie video game as a case study	To review media language and representations in The Lego Movie posters in relation to social and cultural contexts, targeting audiences and different audience interpretations	To review media language, representations and audience address in The Lego Movie TV trailer and all-Lego ad break To explore media industries in relation to the advertising and marketing of The Lego Movie	To explore video games in relation to media industries and audience	To analyse The Lego Movie video game in terms of audience and media language (use of intertextuality only)	Explore the influence of social/cultural contexts Investigate the media industry behind the game
Skills	Knowledge of media industry organisations	Applying media language through contextual lenses	Understanding synergy and cross media collaborations	Knowledge of advertising laws and guidance	Understanding synergy and cross product collaborations	Knowledge of working in the video games industry
Assessment	There will be weekly home-learning tasks set that will each be assessed by the teacher to judge how successful the in-class learning has been. These tasks will be a mixture of research, written and practical tasks.					
Gatsby 4 (Linking curriculum learning to careers) GATSBY BENCHMARK 4						

Key Stage 5 Curriculum Summary

We deliver a media studies curriculum that follows OCR's A Level syllabus, with a full A Level certificate earned through exams in the summer of Year 13, plus a practical coursework production usually completed by the summer of Year 12.

The A Level develops and strengthens students' understandings of the key concepts of media studies, including nineteen different academic media theories and studies of the different contexts in which they were written. Our media students become critical and independent thinkers, able to debate and critique the merits of media representations, the role of media audiences, and the agendas of media institutions.

Media is taught over 9 hours per fortnight by two specialist teachers, who each deliver distinct and separate units of the course.

By the end of the course, our media students will be better prepared to live, work and thrive in a world where they are bombarded by (and create) an unbelievable amount of media from a previously unimaginable number of sources, and will have developed a specialism in an area of media they are well prepared to pursue at university.

Year 12 Autumn Term 1

Topic/Unit	A study of two media industries: film and news	
Knowledge (Content covered)	<p align="center">Teacher 1</p> <p>Film Industry:</p> <ul style="list-style-type: none"> - production, distribution and exchange. - introduction to the Disney film The Jungle Book (1967 and 2016). - media technologies and The Jungle Book. - marketing, distribution and regulation of The Jungle Book. - Convergent technologies, marketing and exchange of The Jungle Book (2016). 	<p align="center">Teacher 2</p> <p>News:</p> <ul style="list-style-type: none"> - print sector: production, distribution and cross-media ownership. - news institutions. - news discourse and political bias. - representation and media audiences.
Skills	Research and textual comparisons	Research and textual analyses
Assessment	Low stakes assessments take place throughout the units, with home-learning tasks checked by the teacher. Each unit will end with an in-class assessment to judge the success of the students in this unit.	
Gatsby 4 (Linking curriculum learning to careers) GATSBY BENCHMARK 4		

Year 13 Autumn Term 1

Topic/Unit	Practical Coursework Production	Advertising and Marketing
Knowledge (Content covered)	<p align="center">Teacher 1</p> <ul style="list-style-type: none"> - creating a website and music video for an original music artist 	<p align="center">Teacher 2</p> <ul style="list-style-type: none"> - persuasive techniques used in advertising and marketing - introduction to media language used in advertising and marketing (print) - media messages - representation in advertisements
Skills	Practical productions	Textual analyses
Assessment	Marked internally by both media teachers (mark not released) and sent for external moderation. This practical unit is worth 30% of the students' final A Level grade.	Low stakes assessments take place throughout the units, with home-learning tasks checked by the teacher. Each unit will end with an in-class assessment to judge the success of the students in this unit.
Gatsby 4 (Linking curriculum learning to careers) GATSBY BENCHMARK 4		