



Department Information:

Media Studies is a two year course run by Eduqas. Media lessons are eight times a fortnight with homework set every week as well as study session work. The course is taught by Miss Stockwell who is the subject lead.

Exam Board: Eduqas

Curriculum aims and intent:

In Year 12, students follow the Eduqas GCE Media Studies specification, introducing them to the breadth and depth of media platforms.

The Year 12 curriculum forms around the following theoretical frameworks:

Media language
Representation
Context
Industries
Audiences

Whilst exploring these frameworks, students will be exposed to a range of contemporary and historical texts. Print advertisements to online platforms.

The students will also construct a cross media production that responds to a brief that is given by the exam board.

Resources used to support learning:

The students have access to the following platforms: Media magazine, essential media theory, Seneca, BBC Bitesize as well as Youtube accounts such as Mrs Fisher.

Computer with access to Adobe Photoshop and Canva as well as PowerPoint and teams. (Students are able to download these programmes for free using their school accounts).

Home Learning:

Students are to be set a number of tasks for home learning such as exam questions, further reading, research and activities to help develop use of terminology and theory.

When students are completing Component 3, their home learning will focus on the development of their productions as there will be specific deadlines to meet.

Assessment:

During this course, the students will complete mock exams in the autumn term as well as the spring term. Throughout the year, students will complete exam style questions and will be given feedback.

How parents can help their child:

Making sure home learning is completed weekly
Ensure your child brings the correct equipment to the lesson e.g images when completing NEA, note books.
Ensure that your child meets deadlines for all tasks.
Encourage them to engage with different platforms of media.

Term	Summary of work being covered	Knowledge, Understanding and skills assessed	How the work is assessed	Career Links
1	Introduction to the course- theoretical frameworks. Component 1:Advertising and marketing texts- Media Language, Representations context and audience*	Introduction to Media Language, Representations and context using connotations/denotations and subject specific terminology. Industry and audience	Exam style questions covering the areas Component 1. * There will also be questions based on audiences for applicable texts.	Marketing, media researcher, radio/tv programmer.
2	Component 1:Film Industry Component 1:Newspapers: Media language, representation, industries, audiences and context.	Industry and audience Media Language, Representations and context.	Exam style questions in the form of a complete Component 1 exam (2hrs 15min, 90 marks)	Digital marketer Location manager Runner for broadcasting/film/video
3	Component 2:Magazines: Media language, representation, industries, audiences and context.	Industry and audience Media Language, Representations and context.	Exam style questions worth 30 marks covering areas of the theoretical framework.	Magazine journalist Market researcher Marketing executive Photographer Journalist, Editorial assistant
4	Component 1:Music videos Introduction to Component 3: Non examined assessment (coursework)	Media Language, Representations and context. Research and planning, drafting	Exam style questions covering the areas Component 1.	Designer, media researcher, photographer, marketing. Runner for broadcasting/film/radio. Editor
5	Component 3: Non examined assessment (coursework)	Research, planning, deconstructing and responding to a brief	Component 3: Completion of Statement of aims (10marks)	Designer, media researcher, photographer, marketing, Social media manager
6	Component 3: Non examined assessment (coursework)	Responding to a brief, constructing a cross media production.	Students will complete a full Component 1 exam (2hrs 15 mins, 90 marks) and one section of Component 2 (50mins, 30 marks)	Designer, media researcher, photographer, marketing.