

MEDIA STUDIES

OVERALL AIM: Through both practical and theoretical study, pupils gain an insight and understanding of the way in which the media industry works to shape our perceptions of the world around us. Pupils develop the ability to analyse media products from various forms including: television, radio, online and social media, newspapers, magazines, gaming, advertising and marketing, film and music promotion. Pupils explore the way the product has been produced in order to have an intended effect, taking into account the product's social, political and historical context and the ways audiences are targeted. Different media forms are understood by pupils as functioning, real-world industries that could provide employment later in life.

