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.

ACADEMIC

Pupils develop an excellent awareness of how individuals and groups are represented within the media and the role the media plays within society as a whole. Pupils develop appreciation and critical understanding of the media and their role both historically and currently in society, culture and politics through their study of historical and contemporary media texts.

Media encourages pupils to develop their creative, analytical, research, and communication skills, through exploring a range of media forms and perspectives. Pupils develop skills of enquiry, critical thinking, decision-making and analysis. Pupils acquire knowledge and understanding of a range of important media issues, such as representation, political bias and the impact of new media technologies.

SOCIAL

Pupils evaluate and question the representation of people and news in the media. Through pupils' understanding of specialist subject-specific terminology they can analyse and compare media products in order to form an opinion. They understand the contexts in which media products are produced and consumed in order to make informed, personal arguments, reach substantiated judgements and draw conclusions about media issues.

INNER

