

## Media Studies

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### Curriculum Intent:

**Key Principles and Aims:** The A Level Media Studies curriculum at Forge Valley School is designed to provide an ambitious and thought-provoking learning experience. Students develop a deeper understanding of contemporary cultural, social, political and economic contexts through the study of a wide range of media texts. Our aim is to nurture critical, analytical thinkers who can question and interpret the media they encounter in everyday life.

The course is structured around four key areas: media language, media audiences, media representations and media industries, which underpin the two examined components at the end of Year 13. Students explore how media products create meaning, how audiences interpret messages, how individuals and groups are represented, and how media industries operate in a global context.

We aim to develop students' cultural capital and curiosity about the world around them, encouraging them to become resilient, independent and reflective learners. Through engagement with academic theory and its application, students gain both subject knowledge and transferable skills that prepare them for further education and future careers.

Alongside analytical study, students have opportunities to work creatively, producing their own media products as part of the coursework component. This enables them to apply theoretical understanding in practical contexts, fostering creativity, problem-solving and effective communication.

Ultimately, the curriculum is designed to equip students with powerful knowledge and skills that extend beyond the classroom, enabling them to understand and engage with the media-rich world in which we live.

|         | Core Knowledge                                                                                                                                                                                                                                                                                                                                                                                                                         | Procedural Knowledge                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
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|         | Topic                                                                                                                                                                                                                                                                                                                                                                                                                                  | Pupils will                                                                                                                                                                                                                                                                                                                                                                                                                                                                                    |
| Year 12 | In Year 12, students build a strong foundation in key areas of Media Studies, developing both analytical and creative skills. The core knowledge focuses on understanding how media operates and how meaning is constructed across different forms and platforms. Students study a range of media language and representation theories, enabling them to analyse how media products create meaning and portray individuals, groups and | In Year 12, students develop key practical and analytical skills that enable them to engage effectively with media texts and theories. They learn how to apply their knowledge in a structured and independent way, preparing them for both examination and coursework components. Students are taught how to: <ul style="list-style-type: none"> <li>• <b>Analyse media products</b> by identifying and explaining the use of media language (e.g. camera, editing, layout, sound)</li> </ul> |

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|         | <p>issues. These theories are applied through both set texts and unseen analysis, helping students develop confidence in interpreting unfamiliar media products.</p> <p>The course also explores key media forms including advertising and marketing, music videos, television and magazines, examining how these industries target audiences and reflect contemporary society. Alongside this, students are introduced to media industries and audience theories, gaining insight into how media products are produced, distributed and consumed.</p> <p>In addition to analytical work, students begin their Non-Examined Assessment (NEA), where they plan and produce their own media product. This allows them to apply theoretical knowledge creatively while developing practical production skills.</p> | <p>and how meaning is constructed.</p> <ul style="list-style-type: none"> <li>• <b>Apply media theories</b> to both set texts and unseen materials, making clear and relevant connections.</li> <li>• <b>Construct written responses</b> using appropriate terminology, developing coherent arguments supported by evidence.</li> <li>• <b>Compare media texts</b> by identifying similarities and differences in representation, audience targeting and industry context.</li> <li>• <b>Interpret unseen media products</b> confidently, using analytical frameworks to support their ideas.</li> </ul> <p>In addition, students develop practical production skills. They learn how to:</p> <ul style="list-style-type: none"> <li>• <b>Plan and research a media product</b>, including audience profiling and analysis of existing products.</li> <li>• <b>Design and create media content</b> using appropriate conventions and technical skills.</li> <li>• <b>Apply theory to practice</b>, ensuring their production reflects an understanding of audience, representation and media language.</li> <li>• <b>Evaluate their work</b>, reflecting on creative decisions and how effectively they have met their intended aims.</li> </ul> |
| Year 13 | <p>In Year 13, students deepen and refine their understanding of Media Studies by building on the theoretical knowledge developed in Year 12. There is a stronger emphasis on applying media theories critically and independently across a wider range of texts and contexts.</p> <p>Students study additional media forms in greater depth, including film, newspapers, radio, video games, and online, social and participatory</p>                                                                                                                                                                                                                                                                                                                                                                          | <p>In Year 13, students refine and extend the analytical and production skills developed in Year 12, demonstrating greater independence, critical judgement and sophistication in both written and practical work. There is a clear focus on applying knowledge fluently across a wider range of media forms and in more complex contexts. Students build on their existing skills to:</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

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|  | <p>media. These areas are explored through detailed analysis, considering how media products reflect and shape contemporary society, as well as how they operate within evolving global industries. The application of media language, representation, industry and audience theories remains central, with students developing more sophisticated, evaluative responses in preparation for the final examinations. There is a particular focus on making comparisons across media products and contexts, as well as engaging with current and emerging media trends.</p> <p>Alongside the examined components, students complete their media production coursework, finalising and refining their practical project. This allows them to demonstrate creativity, technical skill and a clear understanding of audience and industry conventions, applying theory in a fully realised media product.</p> | <p>Construct detailed, evaluative essays that apply a range of media theories with precision and confidence. Develop comparative analysis, making insightful connections across different media forms, time periods and cultural contexts.</p> <p>Apply theory critically, selecting and integrating relevant theoretical perspectives to support well-reasoned arguments.</p> <p>Analyse media texts independently, including unfamiliar and more complex unseen material, with depth and clarity.</p> <p>Use subject-specific terminology accurately and consistently in extended written responses.</p> <p>Students also further develop their practical and creative skills through the completion of their NEA production, where they:</p> <p>Independently plan, design and produce a sophisticated media product, demonstrating clear awareness of audience, representation and industry conventions.</p> <p>Apply advanced technical skills in the creation and refinement of their media product.</p> <p>Demonstrate creativity and originality, informed by research and analysis of existing media texts.</p> <p>Evaluate and justify their work effectively, showing a clear link between theoretical understanding and practical outcomes.</p> |
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### **Homework:**

Homework is set weekly on bromcom to reinforce learning, develop exam skills and deepen students' understanding media. Two homeworks will be set a week (one for each teacher) and students are expected to complete ongoing reflection in addition to this. Examples of homework include:

- Exam style questions
- Retrieval practice
- Independent reading and research
- Past paper practice
- Revision materials
- Investigations into own interests of media

- Independent research into contemporary issues surrounding media

**Assessment:** You will be assessed through a mixture of written exams (70% of A Level) and coursework (30% of A Level).

Two written exams (2 hours each) - 70% of the A Level

- Media one: Section A=Advertising, music videos. Film, radio and newspapers.
- Media two: Television, magazines and online, social and participatory media/video games.
- You will cover four areas: Media Language, Media representations, Media audiences and Media industry

Coursework - creating a cross-media production - 30% of the A Level

- You have a choice of 6 briefs
- You will be assessed against your knowledge and application of theoretical frameworks
- You will need to produce a statement of intent and a cross-media production for an intended audience

### **Links to Personal Development:**

Studying Media Studies supports students in understanding the world around them, particularly how media shapes society, culture and identity. Through developing **critical media literacy skills**, students learn to question and evaluate the information they encounter daily, recognising bias, representation and the influence of media on beliefs and behaviours ([The Critical Need for Media Literacy](#)). The course encourages students to explore how media constructs meaning and influences identity, helping them to understand issues such as representation, diversity and power in contemporary society ([Media Culture and Identities - LSE](#)). Students become more reflective and informed individuals, able to engage thoughtfully with current affairs and participate in democratic society, as media plays a key role in shaping public opinion and debate ([Role of Media in Democracies - UCL](#)). Through both analysis and creative production, students also develop confidence, independence and communication skills, preparing them for further education and life beyond the classroom.

**How is my knowledge further developed in Year 13?**

In Year 13, students build directly on the knowledge and skills developed in Year 12, with a strong emphasis on consolidation, application and independence. Prior learning is regularly revisited through structured homework tasks, retrieval practice and “Do Now” activities, ensuring key concepts and theoretical frameworks remain secure and accessible. Students are encouraged to apply their understanding more critically and fluently, particularly through extended exam practice and timed essays, which develop confidence in constructing detailed, evaluative responses. There is a greater focus on making connections across media forms, contexts and theories, enabling students to deepen their analytical skills while preparing thoroughly for the demands of the final examinations.

**How is knowledge developed beyond Year 13?**

Students are prepared for:

- Further study in subjects such as Economics, Finance, Law and Business
- Analytical and research-based careers
- Applying economic theory to real-world problems and decision-making