



Media Studies is a successful and popular subject, which students can opt to study at both GCSE and A' Level. The subject covers a broad range of different media platforms and products and provides students with an insight in to how the media play a central role in contemporary society and culture. Media has a real relevance and importance in our lives today, providing us with ways to communicate, with forms of cultural expression and the ability to participate in key aspects of society. The economic importance of the media is also unquestionable.

The media industries employ large numbers of people worldwide and operate as commercial industries on a global scale. As a department, we encourage students to pursue Media Studies at college, university or to seek employment in this ever-growing industry. The courses at both GCSE and A' Level also give students an opportunity to create their own media products; a skill which is invaluable to them in the world of work. The global nature of the contemporary media, coupled with ongoing technological developments and more opportunities to interact with the media, suggest that their centrality in contemporary life can only increase.

Students study a range of media forms in terms of a theoretical framework which consists of media language, representation, media industries and audiences. The following forms are studied in depth: newspapers, television, music video and online, social and participatory media. Advertising and marketing, film, video games, radio and magazines are studied in relation to selected areas of the framework.

Year 9

Term 1 Introduction to Advertising and Marketing

Term 2 Introduction to the Film Industry

Term 3 Introduction to Magazines

Term 4 Introduction to the Gaming Industry

Term 5 Introduction to the TV Industry

Term 6 Music Video and Industry Websites

Year 10

Term 1 Advertising and Marketing

Term 2 Film Industry: Spectre/ Magazines

Term 3 Television: IT Crowd and Friends

Term 4 Component 3 (Non-Exam Assessment)

Term 5 Component 3 (Non-Exam Assessment)

Term 6 Revision/ Component 3 (Non-Exam Assessment)

Year 11

Term 1 Video Games Industry- Pokémon Go

Term 2 Music Video and Online and Participatory Media/ Mock Exam Revision

Term 3 Newspapers - The Guardian and The Sun

Term 4 Radio - The Archers/ PPE revision

Term 5 Revision

