



William Edwards School
Media Studies
Department Curriculum
Journey

The purpose of the curriculum:

1. To create literate, skilled communicators capable of discussing and analyzing a variety of Media Forms and their conventions.
2. To develop expertise in the language of media production in relation to Close Study Products and beyond with unseen Media texts.
3. To enable students to discuss the historical and social contexts of products and their impact on audiences past, present and future.
4. To create students capable of independent research, planning and production of their own media products whilst understanding the success criteria.
5. To make learners aware of further education and career opportunities in the Media Industry.

AS Level	A Level	BTEC
Close Study Products	Close Study Products	Exploring Media Products
2.5 hour exam	2 hour exam x 2	Developing Media Skills
1 Non exam assessment	1 Non Exam Assessment	Responding to a brief

Careers? University Study?
Degrees: Media & Communications, Journalism, Publishing, Public relations

AS and A Level available.
BTEC Media Production available

KS5

Exams

6. Exam Preparation – All CSPs

Mock Exam 3/EBA: Focus on securing understanding of CSPs studied & all elements of the theoretical framework

Close study of the Theatrical Framework: Industry & Audience.

In-depth study of the Theatrical Framework: L.I.A.R. securing skills developed across the course in prep. for Mock/EBA 2 & NEA work.

4. Radio: Radio 1 – 1967 & Beats Radio CSP

5. Online, Social and Participatory Media & Video games

- Technology and media products
- Codes and conventions
- perspectives on gender, social, cultural political significance
- Theories of narrative

- Global scale of film industry
- Framework: Industry
- Hollywood Blockbuster
- Digital age (exploitation)
- Distribution & exhibition

2. Newspaper: The Times & The Daily Mirror CSP

Mock Exam 2/EBA: Focus on securing understanding of CSPs studied

NEA Submission

1. Film: I, Daniel Blake Black Widow CSP

NEA Draft

5. Television: Doctor Who & His Dark Materials CSP

In-depth study of the Theatrical Framework: L.I.A.R. developing understanding of: genre, narrative, representations of reality, stereotypes, iconography, characters, setting etc.

Close study of the Theatrical Framework: Language & Representation

NEA Outline

NEA Sketchpad

KS4

Year 11

Mock Exam 1/EBA – Language & Representation

4. Magazine: Tatler & Reveal CSP

- Develop concepts of advertising
- Introduce Close Study Products
- Framework: Language & Representation



2. Advertising: OMO Represent Galaxy CSP

3. Music Video: Arctic Monkeys Blackpink CSP

- Concepts of advertising
- Theatrical Framework L.I.A.R
- Analysis techniques
- Image composition, camera angles
- Shot types & editing language etc.

- Changes to the music industry
- Framework: Industry & Audience
- Comparison of music audiences
- Production processes
- Genre

Following engagement with Media Studies in KS3, attend Year 9 Options Evening, speak to staff and current students

Pick GCSE Media

KS4

Year 10

1. Introduction to key skills

Creative Curriculum...

In year 7, students engage with introductions to Media & Film studies as part of the Creative Curriculum.

Year 7

KS3

Pupils are introduced to media forms like: Newspapers, Magazines, Television, Film, Music, YouTube (etc.) in school and through life experience.

KS1/2

Pupils continue to explore media through the creation of forms like newspaper articles in English lessons. They will begin to develop skills of language analysis to support their media journey.

Engagement with creative media through use of technology / design & engagement with the arts