



Nether Stowe School

The Media Curriculum

Curriculum Intent: The Media Studies curriculum at Nether Stowe aims to help each student develop valuable transferable skills such as critical thinking, analysis, research, planning, skills of enquiry and evaluation, practical skills, creativity, time management, essay writing skills and more. The media is the most dynamic, innovative, and influential method of mass communication of modern times. We are bombarded by other people's representations of the world and how we respond to these representations can affect our perceptions of people, places, and society, of politics and culture, of ourselves and of our place in the world. Enjoyment of Media Studies comes from being able to develop a critical eye which is a vital tool in society today, necessary to understanding the media's significance and its power. Studying Media at A Level and at degree level is a route into careers such as TV and film production, advertising, journalism, interactive media, and digital marketing. It could help to provide you with the foundation to secure roles in technical production, special effects, web design and postproduction.

Curriculum Implementation: Each Media Studies lesson focuses on a particular area of the Media, from newspapers, to film, radio, to music videos, TV shows, to magazines. Lessons involve exploring Media texts, watching, listening to, or researching a particular type of text. Examining the media language used, the representations present, how audiences deconstruct meaning and the industry intention of a text. Considering the cultural, historical, economic, political and social contexts of a Media text. Exploring, analysing and applying theoretical knowledge including specific studies conducted by theorists.

Assessment: At Nether Stowe we study the Eduqas A Level Media Studies course which offers a broad overview. Including case studies of set texts, for example the film Black Panther, music videos of Beyonce and Vance Joy, the game franchise Assassins Creed, the magazine Vogue, and the social media star Zoe Sugg. We explore both the theoretical side of the subject, which is assessed in two external exams at the end of the course, and the practical, creative side in the non-exam assessment, cross-media production, which is assessed internally by teachers.