Media at Coombe Wood School

Subject Vision Statement
The Media Studies curriculum enables students to develop a strong understanding of media productions and technologies, and their implications on the society they are growing up in. Following the EDUQAS exam board specification, the curriculum is designed to foster critical thinking, creative expression, and the analytical skills essential for media literacy. Students will study a wide range of different media productions from print, broadcast and online platforms which celebrate diversity and represent a range of cultures, identities, and viewpoints in the media. This should provide a platform for personal growth and increase empathy and emotional intelligence as students grow into well rounded individuals who have considered both progressive and regressive representations of social groups within their social contexts. Students will be challenged to engage critically with the ideologies of media producers and theorists to understand the influences on media production from an industry perspective, and considering the implications of funding, regulation, ownership and business on target audiences. Students will then use this vast knowledge of media language, representations, industry and audience to successfully create their own media productions with purpose and impact in the non-examined assessment.

Curriculum Map: Long Term Plan

	Autumn		Spring		Summer	
	Term 1	Term 2	Term 1	Term 2	Term 1	Term 2
10	Introduction to Media Studies	Component 1: Print Media (Advertising and Magazines)	Component 1: Print Media (Film Marketing and Film Industry)	Component 1: Print Media (Newspapers & Newspaper Industry)	Component 3 NEA: Coursework	Component 3 NEA: Coursework
11	Component 2: Television (Crime Drama)	Component 2: Music Videos & Online Media	Component 1: Video Gaming & Radio	Component 3 NEA: Coursework	Component 1: Revision	