

Media Department Rationale

GCSE

“Whoever controls the media, controls the mind”

– **Jim Morrison**

A foundation in Media Studies will enrich students with an understanding of how essential clear and effective communication is in any aspect of life. The Media is fundamental in shaping how we all view the world and how all media products are created with a particular bias or representation. Media products such as the news, films, advertising, music, radio all have the power to influence ways of thinking; studying the media allows students to think critically for themselves about the purpose of these products and whether they are fair and just. In the era of fake news, students will be taught how to use theory and key concepts to analyse the intent and assess the validity of sources they encounter during the course. They will also be creating media products themselves, developing research and planning skills and then technical skill using the latest software to produce a professional-looking magazine and double – page spread in line with a specific brief from the exam board.

Media Studies Trinity High School aims to ensure that all pupils:

- Develop media knowledge and conceptual understanding through the specific fundamentals of media language, industry / institution, audience, and representation
- Develop understanding of the processes and methods of how media products are created by industry/institutions for specific audiences and purposes.
- Are equipped with the scientific knowledge required to understand the uses and implications of science, today and for the future.

One of the key aims is to develop a stimulating, broad and balanced curriculum that fosters both a sense of understanding of key media concepts and principles, whilst fostering an enthusiasm and lifelong interest in the subject. One of the most vital aspects of media studies is developing student's ability to understand that all media texts are constructions and educating them to analyse media texts rather than just consume. Students develop critical autonomy

While it is important that pupils make progress, it is also vitally important that they develop secure understanding of each key block of knowledge and concepts to progress to the next stage. Insecure, superficial understanding will not allow genuine progression: students need a secure base of media language and the key areas of Media Studies and should also be familiar with, and use, technical terminology accurately and precisely. They should build up an extended specialist vocabulary, enabling them to access the highest grades and able to make a judgement about how far they agree with theories or concepts. The thinking processes behind effective textual analysis is fundamental to media studies.

A Level

“...if media content didn't fascinate us, there would be no desire to engage with it; but if it didn't frustrate us on some level, there would be no drive to rewrite or remake it.” ~ Henry Jenkins

The Media Studies curriculum encourages students to look in far deeper detail at the products that both they and the world around them consume on a day-to-day basis and challenge what they see but also the consider the impact they have on consumer behaviour and identity. In a world where the Media is ever-present and has considerable influence over contemporary society, students gain

a critical appreciation for how institutions (both in contemporary and historical contexts) seek to position their consumers and how consumers respond. Students also live in a world where image is everything and each aspect of society has a media presence. Students are encouraged to develop skills in not just interpreting these texts but creating them for themselves, equipping them for society beyond the classroom.

This contemporary, theoretical and creative course has been designed to allow learners to study the media in an academic context focusing on cultural, social, historical, political and non-English areas within the media industry. Students will have the opportunity to apply knowledge and understanding gained to the creation of their own media production. (Working in print with online supporting websites). Media Studies is designed to widen the intellectual horizons of the learner through the analysis of a wide range of media forms and contexts. It will enable students to develop a wider theoretical understanding and appreciation of the media across a range of forms.

Students at Trinity High school will develop a wide and deep understanding and appreciation of a range of media forms and contexts from different aspects, contexts and cultures. The curriculum should enable students to develop not only an analytical perspective on media texts but also a theoretical one and consider the impact of these texts on different areas of society. Students will also be encouraged to look at texts holistically and consider the relationship between not only the text and the audience but the producers and the audience and how this constantly changes. Students will also use the skills developed within the examined units in order to enhance their practical skills gained during the non-examined assessment.