

Year 11 Media	Subject Intent	We want our students to be confident critical thinkers and communicators of the world around them as the media has a real relevance and importance in their lives today. Our curriculum aims to challenge and inspire pupils thinking to question influences, messages, and meanings of the media. Our curriculum improves pupil's communication skills, literacy, creativity, and analytical skills. This is evident through pupil's study of media products focussing on the media industry, audiences and the use of images, sounds, language, and representations to create meaning. Pupil's will be confident in these key skills of critical thinking, analysing, and creating media products. These key exam skills are embedded in all that we do.			
	KS4 Subject Narrative	Our KS4 course focuses on depth of knowledge and the key skills of analysing images, messages and meaning and creating media products. Students are introduced to the key areas of the theoretical framework for studying media - media language, representation, media industries and audiences – in relation to diverse examples from a modern and historically wide range of media forms: advertising and marketing, film, magazines, music video, newspapers, online media, radio, television and video games.			
	Routine Assessment Strategies	Pupils sit at least one formative writing assessment per half term with SAR (Strength Action Response) marking to practice key knowledge and analytical skills from studied media forms. We frequently use knowledge retrieval starters and low stakes quizzes to embed knowledge.			
Year 11 Media	WHY THIS, WHY NOW?	Autumn Term – Component 1 Section B: Video Games, Component 2 Section B: Music Video and Online Media	Spring Term – Component 1 Section B: Radio and Component 1 Section A: Newspapers	Summer Term- Exam Revision	
	Enquiry questions	<ul style="list-style-type: none"> <li>How many PEGI ratings are there?</li> <li>What is an active audience?</li> <li>Why is technological convergence important?</li> <li>Why do artists create music videos and have websites?</li> </ul>	<ul style="list-style-type: none"> <li>How many types of Radio station are there in the UK?</li> <li>What has been the impact of technology on newspapers?</li> <li>What is hard &amp; soft news?</li> </ul>	<ul style="list-style-type: none"> <li>What does PIES stand for?</li> <li>What does LIARS apply to in Media in a set product?</li> <li>What are the key theorists to apply to set products?</li> </ul>	
	Key Subject Knowledge	<ul style="list-style-type: none"> <li>Explain Video Game regulation and Industry</li> <li>Explaining and analysing industry, audiences, representation, and media language in relation to music videos, online media, and video games</li> </ul>	<ul style="list-style-type: none"> <li>Know aspects radio industry and audiences</li> <li>Apply understanding of Newspaper industry, representation, and audiences from set products</li> </ul>	<ul style="list-style-type: none"> <li>Apply media theoretical framework to set products that have been studied across the course</li> </ul>	
	Subject Competencies	<ul style="list-style-type: none"> <li>Compare and contrast modern and historical music videos based on set products based on media theoretical framework</li> <li>Develop media vocabulary to explain connotations and meanings</li> </ul>	<ul style="list-style-type: none"> <li>Develop key analytical skills around media theoretical framework.</li> <li>Develop extended writing skills based on set product knowledge and judgements</li> </ul>	<ul style="list-style-type: none"> <li>Master and extend written responses with strong evidence-based judgements and conclusions</li> </ul>	
	Summative Assessments (high stakes which test cumulative knowledge)	<ul style="list-style-type: none"> <li>A cumulative assessment on all content to date including content covered in Year 10</li> </ul>	<ul style="list-style-type: none"> <li>Mid-year summative assessment covering content to date</li> </ul>	<ul style="list-style-type: none"> <li>Written exam for Year 11 GCSE Media Studies</li> </ul>	
	How do we pave the way for future study?	<ul style="list-style-type: none"> <li>You will be able to understand how the media conveys meanings and how these have changed over time to represent social groups</li> <li>Greater depth of knowledge of how technology impacts the media</li> </ul>	<ul style="list-style-type: none"> <li>Building opinions, judgements and arguments on media forms that influences society.</li> </ul>	<ul style="list-style-type: none"> <li>Develops understanding and depth of influence on student's perception of the media and impact on their lives.</li> </ul>	

