



Haydock High School Media Studies Department – Curriculum

Aims of the department

Students live in a media-saturated world. They have an accumulation of differing media that is designed to affect them in some way. From video clips on their phones, to TV ads to blockbuster movies, to posters at the bus stop, to the music in their headphones, they are surrounded by media messages for most of their waking hours. Media Studies teaches students to begin to analyse and make sense of them all. Students develop an understanding of what the media is trying to communicate — both on an obvious and a less obvious level. They can then demonstrate an analysis on how they know how much they have been influenced -consciously or subconsciously - by these media messages. Students discuss the idea of whether media reflects reality, or controls the way people view it. Students then use this to create their own media messages and identify how and why they wish to influence a certain audience/consumer/demographic.

Media Studies helps students to develop an important set of skills that will help them navigate the rest of their education and then, their working lives. Media Studies will also help increase students' knowledge and understanding of: literacy, communication, design, planning, presentation evaluation, creativity, critical thinking, research, narrative structure, technology, politics, business, gender stereotyping, geography and demographics, history, psychology, culture and citizenship, as well as several other areas. Students experience aspects of cultural diversity and they become more empathetic as they develop a secure understanding of the views and values of other communities.

Ethos

The Media Studies course follows the BTEC Level 1 / Level 2 Tech Award in Creative Media Production. It is the study of both traditional media (such as radio, newspapers and television) and the newer media (such as the internet and electronic games). Students will also be graded on their literacy skills through their use of spelling, grammar and punctuation. Numeracy skills are explicitly developed through a key understanding of timing in moving images and budgeting when marketing.

Throughout the course, students work on a variety of tasks and in various peer pairings/groupings. This enhances their knowledge and clearly supports any independent work. Students also have the opportunities to work in 'real life' situations to offer more depth and understanding about careers in Media.

During their studies in Media students develop a key understanding of codes and conventions demonstrated by different types of media. They also analyse how culture, belief, gender, socio-demographic, psycho-demographic, sexuality, race etc. are explored and represented in different types of media, for example, bias and opinion demonstrated on television, or representation within advertising.

Students enjoy and excel in Media Studies, as they develop an ownership (through choice of assignments) of their course. They have the opportunity to adapt to differing challenges and set themselves key targets. This course is supportive of future studies and careers.



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With the new BTEC Tech Award in Creative Media Production, students get the chance to develop valuable skills and techniques in different disciplines, produce a practical response to a digital media brief, and explore potential careers in the industry.

As the BTEC Tech Award in Creative Media Production is a practical introduction to life and work in the industry, students can explore the sector while:

- developing technical skills and techniques
- producing a digital media product in response to a brief
- reviewing and reflecting on the process and outcome.

The course has two internally assessed components, and one that's externally assessed. These components build on each other to motivate students by helping them put what they've learned into practice and grow in confidence.

Throughout the course students develop a deeper understanding of the world beyond examination results by providing them with many real life opportunities, for example working with the BBC or responding to briefs in role.

Educational Visits

Students may have the opportunity to attend a trip to Paris to focus on the Disney industry. Cross federation collaborative tasks with Cowley Sixth Form. Other trips and opportunities are currently being developed, although students often attend other departmental trips to develop skills in a Media context.

Extra Curricular

Film/Media competitions with several agencies.

BBC Young Reporter

Homework

Homework is set in accordance with the component students are studying and can be individually set due to the differing choices of tasks. All students will research the career paths within their chosen sector.



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