

Post 16 Media Intent Statement

“The most honest form of filmmaking is to make a film for yourself.”

- Peter Jackson

The media play a central role in contemporary society and culture, shaping our perceptions of the world through viewpoints, representations and the messages they offer.

Media Studies challenges us to look at the media in a different way, examining how the modern media industry works, analysing and decoding different media texts and considering how meaning is made for us. Media Studies offers students the opportunity to develop knowledge and understanding of key issues and the ability to debate important questions about the media.

During the course students will study a broad and diverse range of historic and contemporary media forms in terms of a theoretical framework consisting of media language, representation, media industries and audiences. The following texts are studied in depth: Advertising and marketing, film, video games, music videos, radio, social and participatory media, magazines and newspapers.

Through this study, students will gain an understanding of the foundations of the subject, enabling them to question and explore aspects of the media that may seem familiar and straightforward from their existing experience in a critical way. Studying less familiar media forms provides rich and challenging opportunities for interpretation and analysis.

To support all learners, including SEND, access content we focus on high quality teaching, alongside the use of a wide range of supportive resources including structured pre teaching, support decoding exam questions and modelling answers. We use exemplar material to help support students with their coursework and exam answers. We use retrieval questioning, to build student confidence and develop memory techniques to allow students to recall and understand the key exam content. Where exam arrangements are required in the form of readers, scribes, and word processing, we work closely with relevant departments to ensure this provision is provided. Assignments may also be adapted giving extra instructions within BTEC regulations or breaking down tasks which can then be delivered in smaller ‘chunks’.

Substantive knowledge

In the internal units, our students at All Saints Academy will continue to work on film based projects, further developing and refining their work through self evaluation. They will continue to create meaningful outcomes and record their progress and development in their research and practical skills. Their projects will grow in independence changing from demonstrating the influence of artists and their techniques to becoming a more personal

response informed by their investigations and experimentations in their own style. They will develop their knowledge and understanding of their concept to inform their practical work.

In the external units, students will work on developing their understanding of audience engagement with media and how it influences consumers. Students will work independently against set briefs set by the examination body.

Disciplinary knowledge

Our Media students will develop their NEA project to reach a second substantiated practical outcome which encompasses all the assessment criteria in the assignment briefs. Students develop their practical skills through experimenting with media and techniques that they have not tried before in order to continue to produce outcomes that provide practical commentary on their chosen concept.

In the internal units, our students will lead their projects to create a personal investigation, making informed decisions to create their own product. Our students will experiment with a range of media and ways of producing work that complement their individualised projects. They will learn to speak confidently about their work through presenting their projects to their peers, This ensures that our students are well prepared and practised at presenting their portfolio of work when needed for university or job interviews.