



Media Studies Curriculum Intent



We teach our students to **critically engage with media** through the **study of a broad and balanced range of media products**, which are **contextually linked to the world around us**. We **promote creativity** and help students to **develop professional and transferrable skills**.

Curriculum Principles	Curriculum Intent
Critically Engage with Media	Using a theoretical framework, students become critical readers of media, able to independently analyse how media language is used in different media forms and to construct representations. This is underpinned by knowledge of media industries and audiences. Academically challenging theories are introduced to enhance students' interpretations.
Study a Broad and Balanced Range of Media Products	Nine media forms – television, radio, film, newspapers, magazines, music videos, online media, videogames and advertising/marketing – are studied. As well as the mainstream media, products students may not be familiar with (such as historical and non-English language products or those targeted at minority groups) are included.
Contextually Link Learning to the World Around Us	Media products are not studied in a 'vacuum'. Instead, they are linked to the world around us through consideration of their historical, social, cultural, economic and political contexts. Students therefore explore the media as an integral part of society that both reflects and influences culture.
Promote Creativity	By creating their own media products, students are encouraged to be creative and express themselves, using technological advanced methods, through audio-visual and print-based productions.
Develop Professional and Transferrable Skills	Wide-ranging skills – useful in other subjects, higher education and employment – are fostered. As well as analytical abilities, students' aptitudes to create media products are developed, using industry-standard equipment and software. These skills are as valuable outside the media industry as they are within it.