

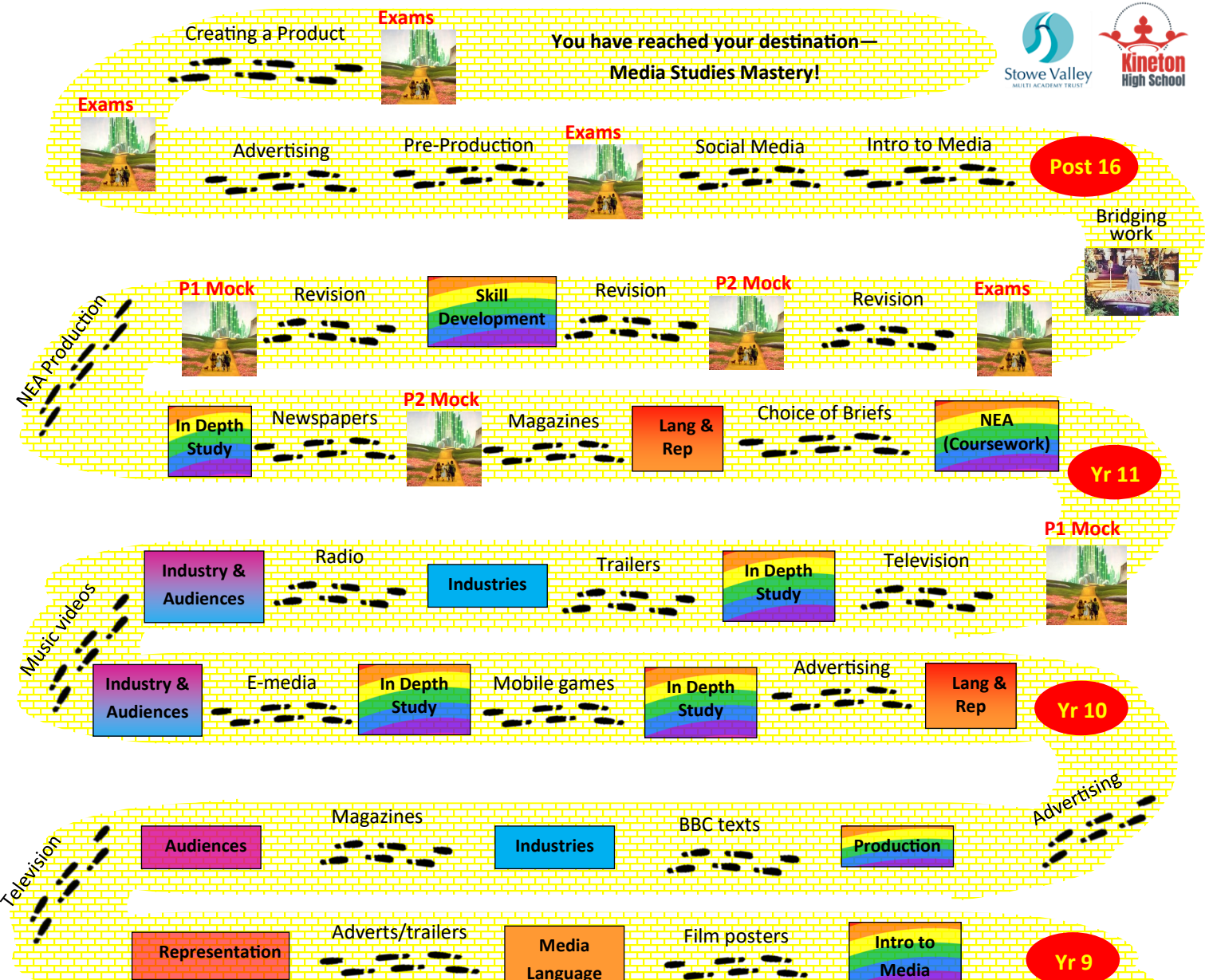
Media Studies Roadmap Yrs 9-13

- Year 9 is a foundation course which starts to develop students' key skills in all areas.
- We study the AQA course for GCSE, which uses all elements of the theoretical framework (representation, industries, media language, audiences) and develops students' creative skills through the NEA (30%).
- The post-16 course is a Cambridge Technical Level 3 in Digital Media. There are three exam units and two internally-assessed units. There is a particular focus on creative and vocational skills.



MEDIA STUDIES MASTERY

- Full understanding of how/why **representations** are constructed (linking ideas to audiences and industries)
- Full understanding of how/why **industries** create the texts they do (linking to ownership, funding and target audience)
- **Audiences** are identified and profiled with accuracy and there is a full understanding of how texts are constructed for a target audience.
- Expert analysis of **media language** in a full range of texts
- Confident, proficient and accurate use of **terminology**
- Full understanding of the cultural, political, social and historical contexts; adept evaluation of how the context has shaped the text.
- Full range of **theories** are applied skilfully
- **Practical** work is designed and created with flair and skill; production pieces are fully-realised and authentic.



You have reached your destination—
Media Studies Mastery!

Representation

- How fair and accurate?
- How objective or biased?
- How positive or negative?
- How and why has the rep been constructed in this way?



Put on your creative ruby slippers

Industries

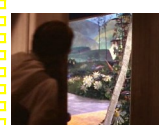
- Who created the text? How? Why? For what purpose?
- Who owns the industry?
- Who funds the industry?
- What message is the text trying to convey to its TA?



Use your core skills throughout the course

Media Language

- How has the text been constructed?
- What impact does media language choices have on the text?
- How are narrative and genre conventions used or challenged?



You will never see a media text in the same way again!

Audiences

- Who is the target audience?
- What gratifications do they gain from the text?
- What different 'readings' would different audience construct?