

# Curriculum Implementation – Media Studies

## Key Stage 4

### Key Concepts Taught



- Media Language
- Representation
- Industries
- Audiences
- Theoretical Framework
- Media Context
- Historical, Social and Cultural Context
- Political Context
- Newspaper
- Film
- Radio
- Website
- Online
- Magazine
- Video Games
- Advertising and Marketing

### How You Receive Feedback



- Self-assessment.
- Peer assessment.
- Marking of home learning tasks and written tasks completed.





## How do Lessons Link to Key Concepts



- Demonstrate skills of enquiry, critical thinking, decision-making and analysis.
- Acquire knowledge and understanding of a range of important media issues.
- Develop appreciation and critical understanding of the media and their role both historically and currently in society, culture and politics.
- Understand and apply specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed in order to make informed arguments, reach substantiated judgements, and draw conclusions about media issues.
- Appreciate how theoretical understanding supports practice and practice supports theoretical understanding.
- Develop practical skills by providing opportunities for creative media production.

## How we get Support with our Lessons



- Modelling
- Scaffolding.
- Sentence starters.
- Templates on Canva.
- Design workshops.





**Retrieval Practice  
Opportunities /  
Supporting Ways  
to Help us  
Remember**



- Students create their own knowledge organisers.
- Quizzes such as Kahoot.
- The creation of crib sheets.
- Encourage student reflection.

**Opportunities for  
Literacy**



- Through Media literacy students will develop their critical thinking skills and understand how media messages shape our culture and society.
- In addition, students will learn the skills to evaluate media messages based on their own experiences and to create and distribute their own messages.

**Opportunities for  
Numeracy**



- Audience statistics.
- Box office figures.
- Budgets.

**Opportunities for  
Oracy**



- Different modes of address in magazines and newspapers.
- Analysing print.
- Presentations.





### Opportunities for Character Education



- Developing independent research skills.
- Explore own interests and inspiration.
- Working as part of a crew when in production demonstrating teamwork.

### Opportunities for SMSC



- Diversity and representation in LGBTQ+, ethnicity, age and gender.
- Sexual orientation.
- Inclusivity.

### Opportunities for Assessing Learning



- Linking learning – what we did last lesson, this lesson and what we will do next lesson.
- Plenaries to reflect on learning.
- Quizzes.
- End of unit assessments.

