

1 INTENTION

Our Curriculum Vision

Why we teach Media Studies — the disciplinary aims shaping every lesson from Year 9 to Year 13.

CRITICAL ANALYSTS

Pupils who apply the theoretical framework — Media Language, Representation, Industry and Audience — naming theorists and constructing evidenced, comparative arguments across a widening range of forms.

CONFIDENT PRODUCERS

Pupils who plan, shoot and edit original media products — from manual camera control in Year 9 to professional-standard NEA coursework at GCSE and A Level.

INDEPENDENT MEDIA SCHOLARS

Pupils who sustain 20/30-mark comparative essays, apply named theorists independently, and complete a fully independent NEA portfolio against a live exam-board brief.

MEDIA LANGUAGE

REPRESENTATION

AUDIENCE

INDUSTRY

COMPARATIVE ANALYSIS

PRODUCTION & EDITING

EXAM TECHNIQUE & EXTENDED WRITING

A Spiral Curriculum

The four areas of the theoretical framework — Media Language, Representation, Audience and Industry — are established in Year 9 and return with increasing depth every year: reapplied to widening set forms across GCSE Years 10–11, then revisited with full theoretical rigour and named theorists at AS and A Level. Practical skill follows the same spiral: manual camera control in Year 9 becomes the GCSE NEA portfolio, then two linked professional-standard NEA products by the end of Year 13.

2 IMPLEMENTATION

THE MEDIA STUDIES JOURNEY — YEARS 9 TO 13. Each topic is sequenced to revisit and deepen prior learning; the theoretical framework spirals across all five years.

YEAR 9 — FOUNDATION YEAR · MEDIA STUDIES AS A DISCRETE DISCIPLINE, AHEAD OF THE EDUQAS GCSE COURSE

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FOUNDATION

Media Language & Practical Skills: Camera

Codes and conventions — camera shots, lighting, sound and written codes — give pupils a shared vocabulary, applied immediately to manual control of ISO, aperture and shutter speed in original photography.

Representation & Audiences (begins)

Pupils use their Media Language vocabulary to explain how meaning is constructed, before meeting ideology, stereotyping and mediation; Audiences then explores how a text targets and is read by a group.

Audiences (cont.), Industries & Full Production Project

Industries covers ownership, regulation and production process. The year closes with a synthesis task applying theory, camera and editing skills to an original brief — prefiguring the GCSE NEA.

YEARS 10-11 — EDUQAS GCSE MEDIA STUDIES · COMPONENTS 1 & 2 ALONGSIDE NEA COURSEWORK PRODUCTION

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GCSE Y1

Film — 007 & Advertising (begins)

Comparative poster analysis across two historical periods (The Man with the Golden Gun vs No Time To Die); codes, conventions and persuasive technique in Quality Street and NHS 111.

Practical Advertising Campaign, News & Television (begins)

Pupils produce an original print advertisement; The Sun and The Guardian are compared for bias, news values and institutional context; pupils sit their first full Paper 1 mock examination.

Television (cont.) & NEA: Research and Planning

Friends and Modern Family are compared for changing social values and production process. The year closes with the NEA research and planning portfolio, ready for full production in Year 11.

11

GCSE Y2

NEA Coursework Production, Revision & Mock Exams

HT1 is dedicated to planning, shooting and editing Product 1. HT2 splits into intensive revision with two sets of mocks on Year 10 content, then a return to NEA corrections and the statement of intent before the deadline.

Music Video, Online/Social Media, Radio & Video Games

With coursework complete, Taylor Swift and Stormzy (with Duran Duran for historical contrast), then The Archers and Fortnite are studied — placed after the deadline so new content gets full attention.

Final Revision & Public Examinations

Consolidation and revision across both examination components, culminating in the Component 1 and Component 2 GCSE Media Studies examinations in May 2027.

YEARS 12-13 — OCR AS (H009) / A LEVEL (H409) MEDIA STUDIES · TWO-PRODUCT NEA ACROSS BOTH YEARS

12

AS Y1

Theoretical Framework, Music Video & Advertising and Film

The four areas of the framework are established through named theorists (Barthes, Hall, Gerbner, Hesmondhalgh) before being applied for the first time in exam-style writing to Billie Jean/Million Reasons and Shang-Chi.

Mock Exam, Magazines, Video Games, Radio & News

Breadth builds across six set products — the Year 12 mock rehearses Section A technique, then Big Issue and Animal Crossing are studied before Radio 1 and News (Telegraph vs Mirror) extend Industry and Audience theory.

Long Form TV Drama, AS Revision & NEA Production

Stranger Things converts breadth into depth for the 20-mark essay; full revision and mock papers precede the AS Examination. The year closes with NEA research, planning and initial production.

13

A-LEVEL Y2

NEA Product 1, LFTVD: Deutschland 83 & NEA Product 2: Website

Post-production on Coursework Product 1 is completed before Deutschland 83 is studied alongside Stranger Things and Shang-Chi; production then moves to a linked website with video/photo content.

Updated Products: News, Advertising & Music Video; Final NEA Submission

News, Advertising and Music Video are revisited through updated, higher-rigour A Level set products and 15-mark responses, before both coursework products are corrected, redrafted and submitted to the exam board.

Full Revision Programme & A Level Examinations

A review–peer test–mock–mock review cycle runs across all four examined sections, before individually targeted revision and the A Level examinations in May and June.

3 IMPACT

How We Measure Success

What our pupils know, can do, and go on to achieve.

ACADEMIC OUTCOMES

- ▶ Strong GCSE outcomes on Eduqas Media Studies with high attainment at grades 7–9.
- ▶ A successful final AS (H009) cohort ahead of the move to the linear A Level from September 2027.
- ▶ A Level results consistently meeting or exceeding national averages.
- ▶ High-quality NEA coursework rooted in independent research, planning and production.
- ▶ Successful progression of Year 11 pupils into A Level Media Studies.

WIDER IMPACT

- ▶ Pupils apply Media Language, Representation, Audience and Industry with precise, theorist-referenced vocabulary at every stage.
- ▶ Practical skill builds from Year 9 camera work through to two professional-standard NEA products by Year 13.
- ▶ Strong PATHS feedback culture — no assessment cycle is complete until pupils respond.
- ▶ Comparative, theory-integrated analysis sustained across increasingly complex contemporary and historical set products.

KNOWLEDGE

A broad media education — print, broadcast, audio, digital and moving image forms — studied in depth from Year 9 to Year 13.

SKILLS

Textual analysis, theoretical application, comparative argument, camera and editing, and independent production (NEA).

DISPOSITION

Critical curiosity about the media we consume, and the confidence to plan, create and defend an original media product.

DESTINATIONS

Journalism, film and TV production, marketing, advertising, publishing, and the wider creative and digital industries.