

Media Studies

Key Stage 4 Curriculum

Exam Board: OCR (may be subject to slight alterations with the final publication of the specification in early 2017)

Course Breakdown: Exam 70%, NEA (non-exam assessment) 30%

Exam: there will be two examined components (papers).

Paper 1: 1 hour 45 minutes (including 30 minutes viewing time). 70 marks. Textual Analysis

Learners will explore how media products follow generic conventions of crime dramas, use media language, represent events, issues, places, individuals and social groups, address audiences and reflect their industrial context. The topic will be crime drama for this paper for the first three years and students will be shown an unseen extract from this genre. The preparation for this paper will focus on studying extracts from the crime genre to focus on codes and conventions, how media language is used to create meaning, how different aspects of the genre are represented and audience appeal.

Paper 2: 1 hour 15 minutes. 70 marks. Exploring media

Learners will explore the range of media forms to exemplify media industry issues demonstrating their knowledge and understanding of the theoretical framework (media language, representation, audiences and media industries) as it applies to each form. In preparation for this paper students will study three media forms in depth: newspapers, advertising and marketing and online, social and participatory media. The products will include those of historical and social significance as well as contemporary products. Learners will develop skills to analyse media products in depth using the key theoretical framework.

NEA: Creating media. Learners will create media products through applying knowledge and understanding of media language and representation from the theoretical framework to express and communicate meaning to an intended audience. Learners must work independently to research, plan and produce one individual media production in response to an OCR set brief from any one of the three following forms: audio/visual media (although cannot be film but could be linked to film e.g. behind the scenes interview with cast) print media, online media. The production will be individual and candidates will be required to produce an evaluation. For example, they may create four pages from a magazine using photoshop in response to a brief about the rise and fall of the 'celebrity' or a behind the scenes video interview with a celebrity or vlog for YouTube. Students will have a lesson using photoshop timetabled for 1 hour a fortnight to develop this skill.

Key Stage Four Extra Curricular Provision Including Trips

Our GCSE students will have the opportunity to experience a workshop at Bradford Media Museum and we are in the process of putting together a timetable of visits from local universities who will offer interactive workshops with the students.

Throughout their course, students will also have the opportunity to listen to local professionals within the media industry and ask questions about possible career pathways.