



Curriculum Intent

Media Studies at Kinver inspires students to become active learners and form their own opinions on the constant forms of media they are exposed to. Our focus is to enable students to examine how media plays a central role in contemporary society; how it has the power to shape and form our perceptions of the world we live in; through the viewpoints and messages it offers. Through the extensive range of media products, it encourages students to develop skills of analysis, evaluation and creativity. Media at Kinver challenges students to understand that media is crafted through a range of theoretical framework. Within the media framework, students will explore: media language; representation; media contexts; audiences and industry. Students will be exposed to a range of contrasting media products that will enable them to analyse the historical and social contexts in which they were created. Students will form an appreciation of the advancement in technology over time and the impact this has had on the creation of different forms of media.

Core Standards

- A successful Media Studies student is someone who has an appreciation of the importance of media in society today.
- We want our students to enjoy engaging with a range of media products in and out of their lessons.
- A successful student will develop their practical skills through creating their own forms of media.
- We want our students to reflect on their own work and to be able to identify changes that could be made to their own product (NEA).
- A successful student will be able to embed media terminology in their analysis of the set products.
- A successful student will flourish in analysing unseen forms of media.
- We want our students to be confident in exploring how an issue is presented in a variety of media forms.
- A successful student will be able to criticise the media and provide a range of ideas as to how that product is represented.
- We want our students to have a broad knowledge of how the media industry shapes and influences each of the media products.
- We want our students to appreciate how Media Studies interlinks with a range of subjects, such as Business Studies and English.
- A successful student will be able to articulate their ideas clearly and critically within their essay writing.