



SHIRLEY HIGH SCHOOL PERFORMING ARTS COLLEGE

Our Vision:

To develop aspirational learners who strive for excellence academically, creatively and culturally, benefitting from a wide range of opportunities led by inspirational educators.

MEDIA STUDIES DEPARTMENT

Intent of the curriculum:

The media is all around us and continues to evolve. Therefore, it is imperative that Media Studies scholars are able to analyse and deconstruct media texts in relation to their contexts, decipher their sometimes 'hidden' ideological meanings and make informed, substantiated judgments. Ultimately, we want to expose learners to 'alternative' media texts as well as the mainstream, and ensure that they are able to work both collaboratively and autonomously.

Teaching and learning in Media Studies at Shirley High School aims for learners to become:

- Successful learners: who progress and achieve
- Confident learners: who facilitate discussions and verbally contribute
- Active and aspirational learners: who 'actively' access contrasting media sources around a media event/debate
- Resilient learners: who are able to explain, justify and utilise examples when debating contentious (media) issues
- Responsible Global Citizens (respectful): who make a positive contribution to society

Implementation:

Key Stage Four Curricula Plans:

Media Studies is an option (foundation) subject at Key Stage Four. Learners follow curricula maps and medium term plans which take inspiration from the OCR GCSE Media Studies specification. Nine Media industries and at least four Media theories are both explored and challenged, in order to give learners a foundation: the knowledge, the skills, the understanding, the passion and promotion of media literacy to holistically aid learners' journeys. In addition, learners are encouraged to participate in Media Club and use digital media technologies to promote environmental issues in The Green Team (extra-curricular).

Year 10 The Aspiring Media Studies Scholar:

The Y10 curriculum map's predominant objectives are to introduce learners to the Media Studies Key Concepts: Representations, Audiences, Industries and Media Language (also known as R.A.I.L) and two prominent media industries: television and film. Learners are often novices, as they do not study Media Studies in KS3, but are often able to deconstruct and analyse (media) texts through knowledge and skills acquired in KS3 English Language and English Literature as well as their own personal engagement with media texts.

Areas of work covered:

- Key Concepts
- Television: *Cuffs* and *The Avengers*
- Film: *The Lego Movie*
- Media theories

Year 11: The Proficient Media Studies Scholar:

The Y11 curriculum map's primary aim is to introduce learners to some of the most challenging media industries: newspapers and online, as learners should have the knowledge and skills to undertake both textual and contextual analysis following their year 10 studies. In addition, learners are encouraged to utilise



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their creativity in Non-Examined Assessment work and consolidate their learning, by engaging in retrieval practice in preparation for GCSE examinations.

Paper 1: Television and Promoting Media

- Television
- Film
- Video games
- Advertising and marketing

Paper 2: Music and News

- Music videos
- Magazines
- Radio
- Newspapers
- Online news

Key Stage Five Curricula Maps: Year 12 (The Advanced Media Studies Scholar) and Year 13 (The Expert Media Studies Scholar):

The Shirley High School Media Studies journey continues and is an established option at Post 16. Curricula maps, medium term plans and lessons are varied and provide non GCSE Media Studies scholars with a foundation whilst simultaneously building upon the existing knowledge and understanding former GCSE Media Studies scholars have. The taught course is still predicated on nine media industries and set products, but explores more challenging and 'alternative' texts. Learners are encouraged to both apply and challenge the nineteen Academic Ideas and Arguments (media theories) to Long Form Television Dramas (LFTDs) and newspapers.

Paper 1: Media Messages

- Newspaper
- Online, Social and Participatory Media
- Advertising and marketing
- Magazines
- Music videos

Paper 2: Evolving Media

- Radio
- Video games
- Film
- Long Form Television Dramas (LFTDs)

Numerous 'expert' Media Studies scholars have continued their journeys and read undergraduate Media Studies or Media related taught courses at university as well as secured employment in the media.

Cultural Capital/Spiritual, Moral, Social and Cultural Opportunities:

Media Studies scholars analyse media texts and participate in discussions regarding British Values and issues surrounding representations: genders, age, ethnicity, sexuality, social class and physical disability. In addition, sociological, cultural, political, historical and ideological issues are explored: Black Lives Matters



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(BLM), transphobia and the proletariat. These discussions all support students to develop their cultural capital and encourage cross curricular links with English, Personal Development, Photography, History and Sociology.

Students also develop a broad range of practical skills, including filming and editing moving image footage; taking and editing still images and constructing websites. Students have access to, and are taught to use, the most up to date software in Adobe Creative Cloud and these skills are highly sought after by employers, both in the media industry and in any industry where promotion is required. These skills will also help students in their studies should they choose to pursue further education opportunities in any area related to Media Studies and are valuable life skills for modern citizens.

The department runs regular trips, including to the BFI in London. We also invite external presenters and industry employers into school to run workshops for our students, including Rob Miller, from Miller Consulting. We run regular Saturday School sessions to support students to work on their production work and further develop their practical skills. We run a bi-weekly film club for KS3 students to encourage them to engage with the subject and develop their textual analysis skills and understanding of audiences and industries.

Inclusivity:

Teachers facilitate lessons which are inclusive and target all learners and all learning styles: visual, auditory and kinaesthetic. Learners frequently work together as a whole class, in groups or autonomously. Learners engage in practical work and also undertake presentations in order to build upon their self-esteem.

Impact:

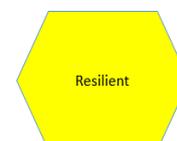
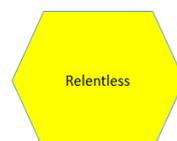
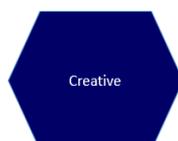
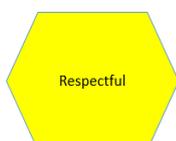
In Media Studies, learners will achieve academic success that will prepare them for the next stage of their educational journey. Learners will be able to analyse, explore, deconstruct, reflect and evaluate media texts whilst taking into consideration their sociological, cultural, political, historical and ideological contexts. The Shirley High School Media Studies scholar will be knowledgeable and mindful of the world they live in, having a strong global focus and bringing together in-depth understanding of important key concepts/'big' ideas.

The quality of teaching and learning in Media Studies ensures that learners are provided with regular feedback in lessons in the form of both verbal and written feedback. Regular retrieval of information (recall) enables learners to embed information in their long-term memory. The Media Studies department is an inclusive department that challenges all learners and appeals to different learning styles through different activities: extended writing, research, presentations and group discussions.

Learners leave Shirley High School as a global citizen having learnt both the power of the media and their influences on mass audiences. Numerous learners have fulfilled their aspirations by studying Media, Film and Communications taught courses at university and secured media industry jobs.

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We want all at SHS to believe in and maintain the values of our school:





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