

Year 11

We start by revisiting the key concepts of TV Crime Drama by exploring the 1970s ITV show *The Sweeney* (episode 1) and its social/historical context.

We now examine how to conduct research for a practical production, which will be to create a magazine front cover or film promotion materials. We look at developing the skills required to create credible media products in one of these media. This may include developing skills in photography and desktop publishing. In parallel to this, we analyse Music Videos by Taylor Swift (*Bad Blood*) and Pharrell Williams (*Freedom*), together with how these artists use online media to target their audiences and further develop their brands. Historical perspective is provided by the analysis of the music video *Rio* by Duran Duran. Throughout these topics we are exploring exam methodology for the Component 2 paper. We conclude the course with an exploration of the Radio Industry, centred on production of the Radio 4 show *The Archers*.

Why We Teach it in the Order We Do

We start by revisiting Crime Dramas by studying *The Sweeney*, as it provides historical context whilst reinforcing concepts of genre and industry. We start the practical production in Year 11 because students require the knowledge of media language and media theory they have acquired in Year 10 in order to produce the highest quality work. The analytical skills and media knowledge the students have acquired in Year 10 are also necessary to tackle analysing music videos and the way the music industry uses online media to promote its products. Tackling these topics in year 11 enables students to have the experience of completing an authentic Component 2 paper for their mock in December. The final topic of the Radio Industry and *The Archers* provides variety and also links back to topics studied in Year 10. We also revisit the set texts and media industries tackled in Year 10 on a regular basis throughout Year 11, reinforcing this knowledge and linking it to the new topic studied.

Why We Teach Media Studies

Our belief is that Media Literacy is a key component in navigating the modern world. Our students spend large quantities of time consuming and interacting with media products in their daily lives: we want our students to have a sophisticated understanding of how these products work, the effects they seek to have on us - and what they tell us about our culture. We want to enthuse students about media products - but we also want them to question the messages conveyed by them. We believe that a thorough understanding of the media only enhances our appreciation of media texts - and also helps us to see how media texts are trying to influence us. We also believe that we can only fully understand a media text by understanding the industry that produced it and how it functions. We also seek to empower students to create their own media texts, whether these be print texts or audio-visual. These skills are beneficial in our students' day-to-day lives, but can also lead to career opportunities in a range of different media areas.