

## Avonside Girls High School Media Studies 112 Course Statement 2009

### Aims/Outcomes

Students should be able to:

1. develop an understanding and critical awareness of the media studied.
2. develop an appreciation of the role of the media in our society and to investigate the ways in which it influences our perceptions of our culture and of the world.
3. develop production skills in some media types, particularly in digital video and/or radio production.
4. develop skills as perceptive readers and viewers of mass media.
5. develop media literary skills to enable students to discuss media issues.

### Course Content

This course is an introduction to media studies and is based around the six key concepts of media education developed by the **British Film Institute (BFI)**:

Media Audiences; Media Technologies; Media Agencies/Ownership/Institutions;  
Media Languages/Narrative/Mediation; Media Categories (genre)

Media Representation

and 22 credits from :

- **Level 1 English Visual Language unit standards**
- **Level 1 English Achievement standards**
- **Level 2 Media Studies unit standards**
- **Level 2 Film and Electronic Media (FaEM) unit standards**

The course will cover the above Unit Standards (see separate chart) preparing students for internal assessments. There will be no external assessments (Examination).

Students will read, view and listen to a wide variety of texts and extracts; write and produce in both formal and creative styles; and view and present visual and oral material. The course is an introduction to media studies with emphasis on producing both a radio and video media products. In addition a number of unit standards will focus students on thinking critically and analytically across various media and media categories, exploring media language and processing information from the mediums of film, television and radio.

Year 11 Media Studies will cover the following topics during the year:

- **Read an inclusive range of visual texts and record the reading experience (US 8810 2 credits)**
- **Investigate radio conventions by producing a radio programme (US 7472 4 credits).**
- **Investigate the ways individuals, groups and issues are represented in the media (US 7465 - 4 credits).**
- **Explore language and think critically about moving images (US 12415 3 credits)**
- **Demonstrate Knowledge of film and television camera shots (FaEM US 15118 2 credits)**
- **Present a static image using verbal and visual features (12417 2 credits)**
- **Present a moving image using verbal and visual features (US 12418 2 credits)**
- **Research, organise and present information (AS 90060 3 credits)**

### Assessment

Assessment tasks will be both formative, for learning and development, and summative for credit in national qualifications (see table).

### Appeal Procedures

Any queries about an assessment decision should be made to your class teacher when the assessment is handed back. Any formal appeals should be made, within one week of the assessed work being returned to Mr Lay, HoD Media Studies, who will investigate it further or by the Principal's Nominee, Mrs Butler. Work done in pencil or which has 'white-out'

corrections cannot be reconsidered for appeals. Appeals need to be made within one school week of receiving a result.

### Further Assessment Opportunities

Media Studies 112 provides further assessment opportunities for the following unit standard; **12418**, (see Tracking Assessment sheet for reassessment dates). Where a reassessment opportunity is offered it will be available to all eligible students regardless of the level of achievement in the first assessment.

### Achievement/Unit Standards for Media Studies 112

Name of Unit Standard	Credit Value	Internal/ External	When	How long	Type of Assessment	Summative Assessment
<b>12415 (v 3)</b> Explore language and think critically about moving images	<b>3 (level 1)</b> <b>English Visual Language US</b>	<b>Internal</b>	<b>Term 3</b>	<b>2-3 pers</b>	<b>Essay</b> <b>500 words</b>	
<b>8810 (v 4)</b> Read and inclusive range of visual texts and record the reading experience	<b>2 (level 1)</b> <b>English Visual Language US</b>	<b>Internal</b>	<b>Term 2/3</b>	<b>10 weeks</b>	<b>Log and Report</b>	
<b>7465 (v 3)</b> Investigate the ways individuals, groups and issues are presented in the media	<b>4 (level 2)</b> <b>Media Studies US</b>	<b>Internal</b>	<b>Term 1</b> <b>Week 7-9</b>	<b>3-4 pers</b>	<b>Test (short responses)</b>	
<b>90060 (v 3)</b> Research, organise and present information	<b>3 (level 1)</b> <b>English AS</b>	<b>Internal</b>	<b>Term 4</b> <b>Week 4-6</b>	<b>3-4 weeks</b>	<b>Research Report</b>	
<b>12417 (v 3)</b> Present a static image using verbal and visual features	<b>2 (level 1)</b> <b>English Visual Language</b>	<b>Internal</b>	<b>Term 2</b>	<b>2 weeks</b>	<b>Storyboard design</b>	
<b>12418 (version 3)</b> Present a moving image using verbal and visual features	<b>2 (level 1)</b> <b>English Visual Language US</b>	<b>Internal</b>	<b>#1</b> <b>Term 2</b> <b>#2</b> <b>Term 4</b>	<b>5-6 weeks</b>	<b>Media product (Trailer film)</b>	
<b>7472 (version 3)</b> Investigate radio conventions by producing a radio programme	<b>4 (level 2)</b> <b>Media Studies US</b>	<b>Internal</b>	<b>Term 3/4</b>	<b>6 weeks</b>	<b>Media product and design</b>	
<b>15118 (version 2)</b> Demonstrate knowledge of film and television camera shots	<b>2 (level 2)</b> <b>FaEM US</b>	<b>Internal</b>	<b>Term 2</b> <b>week 6-10</b>	<b>1 Hour</b>	<b>Test</b>	

**FaEM** = Film and Electronic Media unit standards

**Note:** Every effort will be made to keep to the above assessment dates, however some assessment dates may change. Adequate notice of this will be provided in advance of the specific assessment.

**N** Unit Standard not yet achieved

**A** Unit Standard Achieved