

1	Demonstrate skills of enquiry, critical thinking, decision making and analysis – Analysis of CSPs including comparison of CSPs of the same genre but from different historical contexts. Written assessment questions which ask, 'To what extent...'
2	Acquire knowledge and understanding of a range of important media issues – All CSPs chosen have 'cultural significance' so invite opportunity to discuss specific issues with regard to the production and consumption of media texts in the context in which they were constructed, plus exploring social and cultural issues which impact on the reception of media texts studied
3	Develop appreciation and critical understanding of the media and their role both historically and currently in society, culture and politics – A specific example, in addition to what is set out above, would be the study of newspapers, comparing British tabloid and broadsheet newspapers, including the representation of issues and political figures, often exploring the different ways in which the same story is presented ie. <u>mediation</u> and how different audiences will decode embedded meanings.
4	Understand and apply specialist subject-specific terminology to analyse and compare media products and the contexts in which they are produced and consumed in order to make informed arguments, reach substantiated judgements and draw conclusions about media issues – Students are required to learn and apply the correct media terms when analysing media texts. They are provided with a glossary and TRP is used to learn these key terms. Exam questions/assessment question encourage students to debate and argue, evaluate and make judgements, referencing specific examples from the media texts studied and applying media theories to evidence their line of argument.