# Media GCSE WJEC

# Curriculum intent

The course curriculum intent is to equips pupils with the critical lens to **unravel the media's construction of reality**. Through analysing diverse media forms, students will **dissect narratives, ideologies, and power dynamics**. They will **enhance analytical skills, craft persuasive arguments, and master creative production**. By navigating the ever-evolving media landscape, students will become **informed citizens, critical consumers, and confident communicators**. In a world saturated with messages, media literacy becomes the key to unlocking understanding, empathy, and agency.

**The course shall empower our pupil through media literacy:**

* Unpack and analyse diverse media forms, understanding techniques, biases, and ethical dilemmas.
* Decode meaning, questioning representations of identity, power, and culture in the media landscape.
* Navigate the media ecosystem, exploring ownership, regulation, and audience engagement.
* Craft powerful media productions, applying theoretical frameworks to real-world creation.
* Engage in informed debate, analysing media's impact on society and individual choice.

Overall, enabling confident, critical creator and consumer of media in a hyper connected world.