

Curriculum Big Ideas

Media Studies

- How media products generate meanings through forms, codes, and conventions
- Appreciate the significance of social, political and historical contexts on media products
- How media targets, addresses, and engages audiences.
- Understand the different ways in which spectators respond to media texts.
- How people, places, events, and issues are portrayed in media and how stereotypes, identities, and social groups are constructed and challenged
- Determine who makes media products and how they are produced, distributed, and regulated