



# Media BTEC: Developing Cultural Capital, Diversity and Equality

Cultural capital is the accumulation of knowledge, behaviours, and skills that a student can draw upon and which demonstrates their cultural awareness, knowledge, and competence; it is one of the key ingredients a student will draw upon to be successful in a diverse society, their career and the world of work. In the Sixth Form, we aim to build our student aspirations and expose them to a range of experiences to help them achieve goals and become successful individuals who understand and support diversity and equality.

We recognise that for students to aspire and be successful academically and in the wider areas of their lives, they need to be given diverse, rich, and sustained opportunities to develop their cultural capital. We do this in many ways, for example, through our curriculum, extra-curricular activities, trips and visits, careers activities, and PSHE/RSE programme.

There are nine key realms to cultural capital in the Sixth Form at Samuel Whitbread Academy:

**Cultural Capital**  
provides health,  
well-being and  
growth



**Cultural Capital**  
lets us share our  
histories, our memories,  
the people, the places  
and the things that  
matter to us.



**Cultural Capital**  
creates the curiosity and  
confidence to make  
connections between  
the past, the present and  
the future.



**Cultural Capital**  
sparks generations of  
innovators.



**Cultural Capital**  
is to be found locally,  
nationally, globally -  
**everywhere.**



**Cultural Capital**  
nurtures inclusive  
communities.





**Cultural Capital**  
enriches today and  
inspires tomorrow.



**Cultural Capital**  
is ours to discover,  
ours to create,  
ours to share.



**Cultural Capital**  
belongs to me,  
belongs to you,  
belongs to us all.



These nine realms can be broken down further into the following sub-categories: **Personal development, Social development (including political and current affairs awareness), physical development, spiritual development, moral development, and cultural development.**

What is now outlined are the key areas of both academic and enrichment that take place within and outside of this course area to enhance and develop these diverse elements of cultural capital:

**Personal Development:**

Personal development consists of activities that develop a person's capabilities and potential, build human capital, facilitate employability, and enhance the quality of life and the realisation of dreams and aspirations.

Element of the curriculum and/or enrichment

Our BTEC course provides students with opportunities to explore a variety of media products, with a focus on how these products are constructed. Students undertake an in-depth analysis of 'representation,' looking at how media products depict: age, gender, race, social groups and places. This topic encourages our students to be empathetic and show integrity.

Another aspect that helps enrich our students' lives professionally, is our curriculum links to industry. We are fortunate to be able to offer lectures from SWA Alumni who are now industry professionals, in order for first hand knowledge on what it is like to work in pre-production, production, and post-production. Our Alumni are linked to our internally assessed briefs, encouraging a more professional approach from our students. Moreover, we also provide our Media students with an opportunity to enhance their burgeoning creative skills, as they plan, produce and edit their own short films. Students are provided with HD camera equipment and the latest ADOBE suite to help them execute their individual projects. Moreover, students are given the opportunity to shoot their projects in the local community and its green spaces. This aspect of our curriculum evokes teamwork, determination and ingenuity, as students navigate working in a somewhat professional scenario.



## Social Development:

The process by which a child learns to interact with others around them. As they develop and perceive their own individuality within their community, they also gain skills to communicate with other people and process their actions.

Element of the curriculum and/or enrichment

**Lessons** - Within our SOWs we provide opportunities for students to have discussions with their peers, to share ideas in small groups and then as a wider class.

**NEA** - Students work together to produce short films, which contributes to their Unit 10 grade. Students take turns at undertaking each role on set, ranging from director, to cinematographer, to actor. Students have to work as part of a team, whilst also focusing on both their verbal and written communication skills. Students also interact with the wider local community, as they are able to film on-location.

**Extracurricular filming opportunities** - Outside of lessons, students have the opportunity to undertake film projects on behalf of the school community, in addition to the wider BEST community. Students have filmed and edited school tours, nativities, promotional videos, end of year videos and much more.

## Physical Development:

These are the major motor or physical achievements a student enhances and develops. Physical development is a vital part of growing up as students learn to master control of their body

Element of the curriculum and/or enrichment

## Spiritual Development:

The development of the personality towards a religious or spiritual desired better personality.

Element of the curriculum and/or enrichment

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### **Moral Development:**

The development of attitudes and behaviours toward other people in society, based on social and cultural norms, rules, and laws.

Element of the curriculum and/or enrichment

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### **Cultural Development:**

Cultural Diversity is at the heart of the Sixth Form and students will learn about themselves and relationships with others from a variety of cultural backgrounds.

Element of the curriculum and/or enrichment

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