

# MEDIA STUDIES

## Why choose GCSE Media Studies?

- Develops critical thinking and decision-making skills
- Develops appreciation and critical understanding of the role of the media in daily life
- Combines practical and theoretical knowledge and skills through opportunities for personal engagement and creativity
- Encourages an understanding of how to use key media concepts to analyse media products and their various contexts
- Prepares students for study in a range of disciplines at National Qualifications Framework Level 3 and above.

GCSE Media Studies uses four major concepts which form the basis of the subject content:

- Media Language: forms and conventions
- Audience
- Institutions
- Representation

Underpinning the Key Concepts, the subject content is classified according to some of the following media forms/platforms:

- Print and Electronic Publishing including newspapers, comics, magazines etc.
- Moving Image:
- Television including genre study, franchises, scheduling etc
- Film marketing
- Video including promotional, training and corporate
- Radio including commercial, network, public broadcasting, community etc
- Web-based Technologies/New Media including Internet, web design, social networking, weblogs, vblogs, podcasts, gaming etc

## What could I do next with a GCSE in Media Studies?

If you obtain a GCSE in Media Studies, you will be well equipped to go on and study Media at A Level.

Overall, the GCSE Media Studies course enables students to develop a creative and imaginative approach to problem solving and analysis. These skills are particularly useful for employment in: journalism, broadcasting, advertising and marketing, arts and cultural bodies or research. The possibilities are quite literally endless!

## Units and Assessments:

### Paper 1

#### Section A – Media language and representation

- Newspapers – set newspapers (The Guardian and The Sun)
- Advertising – one Pre-1960 text and one contemporary
- Bond film posters (1970s vs 2010s)
- Magazines (GQ and Pride)

#### Section B – Audience and Industry

- Film Industry (Spectre)
- Video Games
- Newspapers
- Radio (The Archers)

### Paper 2:

- TV Crime Drama OR Sitcom ( 2 set texts)
- Music Cross media study (musical magazine, music video, online material and a historical piece)

### You focus on:

- Media language
- Representations
- Industry
- Audience

### Coursework

Must be completed individually from a previously subscribed brief. It will include a statement of aims and a fully realised produced e.g. a DVD and film poster for a new Romantic Comedy film.

**EXAMINATION BOARD:** EDUQAS

#### ASSESSMENT DETAILS:

Coursework	30%
Terminal Examinations	70%

**For further information contact: Miss Klerides or Mr Welch**