



# Media Studies

## Is this course for me?

This course will appeal to those students who:

- Enjoy reading a wide variety of media texts
- Have an interest in researching the historical, social, cultural, political and economic influences which have shaped the development and understanding of media texts
- Have an ability to work independently or as part of a group
- Wish to be actively engaged with media texts in order to develop informed personal responses
- Would like to study a subject which offers a wide range of career opportunities.

## Units of Study

### Unit 1

Concepts such as stereotyping and issues surrounding the representation of gender, ethnicity, nation and age will be explored using case studies. Emphasis may be placed on audience reception such as 'moral panic'.

### Unit 2

The coursework unit. Candidates produce technically competent pieces using areas of audio, video, animation and desk top publishing. Candidates will engage with the planning, processing and evaluation of their individual selected area of study. In recent years candidates have designed front cover and contents of magazines, DVD covers, created fashion shoots and shot music videos for a band.

### Unit 3

This unit develops the skills acquired in unit 2 which requires the candidate to write an analytical essay based around a specific area of study. For instance - representation of women within the horror narrative. This essay then links with a production artefact that must take a different media form than the one completed at AS level.

### Unit 4

Candidates must study key areas of the media interests, which include television, radio, film and cinema, music, newspapers, magazines and advertising.

## Entry Requirements

Students will normally have achieved a B grade in English Language or in other essay based GCSEs in order to cope with the demands of this course.

## What will this course prepare me for?

The nature of Media Studies as a subject makes it an ideal vehicle to assist candidates in developing skills in communication, Information Technology and teamwork. Written and oral work throughout the course will also encourage students to be effective and persuasive communicators. As a result, this subject is fundamental in preparing students for many careers including Journalism and Public Relations, Television and Radio Work, Personnel and Marketing.