

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: Media Products, Industries and Audiences

Written examination: 2 hours 15 minutes, 35% of the qualification.

The examination assesses media language, representation, media industries, audiences and media contexts. You will study Media forms such as: advertising, marketing, music video, newspapers, film, radio, video games.

Unit 2: Media Forms and Products in Depth

Written examination: 2 hours 30 minutes, 35% of the qualification.

The examination assesses media language, representation, media industries, audiences and media contexts. It consists of three sections:

- Section A - Television in the Global Age
- Section B - Magazines: Mainstream and Alternative Media
- Section C - Media in the Online Age

Unit 3: Cross-Media Production

Non exam assessment 30% of qualification.

An individual cross-media production based on two forms in response to a choice of briefs set by the exam board, applying knowledge and understanding of the theoretical framework and digital convergence.

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.

