

Media Studies



GCSE in Media Studies comprises three units:

What is Media Studies?

The media plays an increasingly significant and influential role in society and the way in which audiences use and interact with the media changes rapidly. With the advancement of technology and new ways of communicating, the media plays a vital role in the shaping of attitudes, opinions and values in every walk of life. **Media Studies** is designed to help students develop both their practical and analytical understanding of the role the media plays in all of our lives.

Skills students will develop during the course:

- Analysing a range of different media products
- A broad knowledge of how to create media products
- Understanding how different audiences consume different media products
- Creativity and imagination in creating your own media products.

Media industries we will study:

Newspapers

Video Games

Television

Radio

Magazines

Film

Advertising

Music Videos

Social Media

Course Content

Component 1: Exploring Media Language and Representation

Written Examination: 1 hour 30 minutes.

This component assesses media language and representation. It covers all of the following media forms: newspapers, radio news/current affair programmes, advertising, video games, magazines and music videos. Students will be assessed on three of these forms.

Component 2: Understanding Media Forms and Products

Written Examination: 1 hour 30 minutes.

Four questions in total, including:

- Three stepped questions
- One extended response question based on context.

Component 3: Creating Media Products

Non Examination Assessment.

An individual media production for an intended audience in response to a choice of briefs decided upon by the examination board, applying knowledge and understanding of media language and understanding.