Media Studies

GCSE Course

What will you study?

Media Studies provides you with the opportunity to combine academic analysis and understanding to creativity by making your own media products using the Adobe Creative Cloud Suite. The courses introduce you to various forms of media and its role in society. You will examine and explore a range of media products from film, television, advertising, gaming, news, radio and magazines. You will be introduced to a wide range of media terminology and use it to discuss and analyse these products whilst developing an understanding of how the media can affect audiences. The course in year 10 builds on the theoretical framework (media language, industry, representation and audience) taught in year 9. These concepts will be explored in greater depth with the addition of understanding how media products fit into contexts: social, cultural, historical, economics and political. Media studies is a unique subject as it incorporates elements of graphic design, ICT, photography, sociology, business studies, English and history.

What type of student do you need to be?

- Analytical, Creative, Dedicated and Organised
- Enjoy working with technology
- Able to work under pressure
- Enjoy working in a team

Career Paths: Film and Television, Journalism / Public Relations, Web Design and Production, Gaming / Animation, Advertising / Marketing, Graphic design, Radio

How will you be assessed?

EDUQAS GCSE (KS4 target in English 5+)
Exam = 70% (2 papers)
NEA = 30% (1 unit)

OCR Cambridge Nationals (KS4 target in English 4)
Exam = 25% (1 paper)
NEA = 75% (3 units)

On both courses, the NEA (non-examined assessment) units give you the opportunity to be independent learners, learn how to use new technology and software and have an understanding of the importance of working towards a deadline. The production exercises comprise of research into existing media products and using the information to plan and create your own. The exams will assess your knowledge and understanding of how the media communicates through visual, audio and technical codes, its influence on audiences and how it operates. You will also analyse historical and contemporary texts and suggest what impact it has on society.