

GCSE Media Studies

Course Outline:

The media is incredibly powerful and has the capacity to affect the way that we think about events, people and subjects. Media Studies helps you to understand the media so that you can make informed choices and question the media products that you consume. It also has a practical element where you are asked to create a media product for a specific audience. This course will enable you to study a range of media products from all of the following media forms:

Magazines, Advertising and Marketing, Newspapers, Online, Social and Participatory Media, Video Games, Radio, Music Video, Film and Television.

We look at: how media products communicate to audiences through the use of **media language**, how the media **represents** individuals, social groups, events and issues. Also how **media industry** processes of production, distribution and circulation affect media products and how the media targets specific **audiences**.

Skills/attributes developed/required:

Creativity, willingness to work with a range of technology, independence, teamwork, resilience and organisational skills.

Studying Media Studies will develop these skills:

Analytical skills (exploring why and how media products are produced and the effect this has on the audience).

Practical skills, e.g. storyboarding, desktop publishing, filming, editing, web design, etc.

Examination Information

Exam Board: AQA

Exam: Media Studies

You will be expected to study a range of media products chosen by the exam board (close study products) along with other examples of products chosen by you and your teacher.

Exam Outline:

Media 1 Exam (35%) A range of questions relating to an unseen source and close study products including an extended response question.

Media 2 Exam (35%) Short, medium and extended response questions assessing depth of knowledge and understanding of the course.

Non-exam Assessment (30%) Create a piece of media production, eg. a Magazine.

Where can it take me?

Next Steps: A Level Media Studies, Media Production Level 3.

Future career opportunities that this subject may lead to: Camera Operator, Journalism, TV Researcher, Blogger & Vlogger, Marketing/Advertising, Web Design/Development, Directing, Editing, Publishing. Many jobs require technical media skills, e.g. if you set up your own business you will be required to market your business through social networking, a website, etc.

What Key Skills will I gain by taking Media Studies?

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| <input checked="" type="checkbox"/> Analysing | <input type="checkbox"/> Independent Learning |
| <input checked="" type="checkbox"/> Communication - Verbal | <input checked="" type="checkbox"/> Independent Thinking |
| <input checked="" type="checkbox"/> Communication - Written | <input type="checkbox"/> Listening Skills |
| <input type="checkbox"/> Creative Thinking | <input type="checkbox"/> Presentation Skills |
| <input type="checkbox"/> Debating | <input type="checkbox"/> Problem Solving |
| <input type="checkbox"/> Decision Making | <input type="checkbox"/> Reading |
| <input type="checkbox"/> Evaluating | <input type="checkbox"/> Research |
| <input checked="" type="checkbox"/> Hands-On / Technical Skills | <input type="checkbox"/> Team Work |