

MEDIA STUDIES GCSE

INTRODUCTION

We live in a world saturated by the mass media. The mass media is defined as advertising, television, film, newspapers, web-based media, radio, popular music, magazines and video games. To study the media is to understand the world we live in. This course seeks to enable students to become aware of key media concepts, their role as consumers of the media, explore how audiences are constructed and targeted, analyse media texts, carry out research and create their own practical media work.

WHAT WILL I LEARN?

- To develop a critical understanding of the role of mass media in society
- To be able to apply a range of theoretical approaches to media products
- To understand core media industries and their influence on the media we consume
- To design and construct media products
- To analyse the appeal of media texts
- To work independently using your own initiative

ENTRY REQUIREMENTS

Basic design ICT skills and a genuine awareness of and interest in all areas of media are necessary for success on the course. You must have good literacy and ability to analyse texts effectively.

HOW WILL I BE ASSESSED?

External Assessment accounts for 70% of the total marks.

There are two papers of equal weighting:

Paper 1: Industries, audiences and representation.

Paper 2: Media language and contexts.

Coursework accounts for 30% of the total marks.

Tasks will be set by the exam board; topics will change each year.

FUTURE OPPORTUNITIES

The media is an ever expanding industry. Promotion through social media is a rapidly growing area. GCSE Media Studies can help students on the road to a career in the media. It provides students with relevant, modern and practical knowledge and skills. Students can progress to Media Studies at A-Level, and beyond at university.

There are also a range of apprenticeships available with respected media corporations.

FURTHER INFORMATION

For further information please contact Miss Leach, Head of Media Studies.

