

## MEDIA STUDIES

**Type of Qualification:** GCSE

**How it is assessed:** 70% Examination  
30% College Assessed Tasks

### Course Overview:

As Media is a new subject for most students, an interest in some of the types of text we will study is essential: this may be films, television, video games, newspapers, the Internet or even new media technologies. The course seeks to develop students' understanding of how these products influence us, who the target audience is and how each product is representative of the society in which it has been developed.

The course is divided between practical production work and preparation for the written exam. As part of the practical work, students will be required to use a large amount of IT to create media products and their components such as the graphics which are used on websites, CD covers and film posters. Consequently, good IT and written skills are required for this course.

Overview of the course:

- **Exam paper 1 (40%)** - Learners will explore how media products from various forms (television, cinema, radio, newspapers, magazines) follow generic conventions, use media language, represent events, issues, places, individuals and social groups, address audiences and reflect their industrial context.
- **Exam paper 2 (30%)** – Learners will explore the range of media forms to exemplify media industry issues demonstrating their knowledge and understanding of the theoretical framework (media language, representation, audiences and media industries) as it applies to each form.
- **Controlled assessment (30%)** – Learners will create media products through applying knowledge and understanding of media language and representation from the theoretical framework to express and communicate meaning to an intended audience.

### Post 16 and Career opportunities:

This course emphasises both analytical and theoretical skills as well as a creative and practical approach. It is a rigorous and creative subject which can also be pursued at Bishop Laney Sixth Form. We have found that many students seek to continue with the subject into Sixth Form and then into University. So it is certainly a first step into a longer career of further education and potential employment opportunities in the diverse media industry. The media industry is expanding rapidly and there are a vast range of employment opportunities and higher education courses available. The GCSE is an excellent intermediate step towards a career in the media industry.

