

Media Studies

GCSE



Mrs Morris



What are Media Products?

During the course, we will study a range of media products and consider how they influence society through the way that they use representations of people, through the way that they target audiences, and through the way that they contain important “encoded messages” about how we should all live.

So what is a media product? It basically means any television show, any video game, any film, any magazine, any newspaper, any radio show, any advert, any website or social media platform, and any music video.

Within Media Studies, you will study media products such as Fortnite, No Time to Die, GQ, Pride, The Man With The Golden Gun, The Archers, Lizzo’s Good as Hell, Stormzy’s Superheroes, The Sun, The Guardian, Friends, and many more. You’ll then get to design and make your own media product as part of a coursework project.



Course Aims



- Demonstrate skills of enquiry, critical thinking, decision-making and analysis
- Demonstrate a critical approach to media issues
- Demonstrate appreciation and critical understanding of the media and their role both historically and currently in society, culture, politics and the economy
- Develop an understanding of the dynamic and changing relationships between media forms, products, industries and audiences
- Demonstrate knowledge and understanding of the global nature of the media
- To open our minds and have fun as we learn about various media products, from computer games and films to magazines and websites.



Media Frameworks



- Everything you study in media will be examined against the 4 frameworks and the influencing contexts of the product.
- For analysis, you will focus on:
 - Media Language – how is the product constructed?
 - Media Representations – who or what is being presented and how?
 - Media Industries – who has made the product and why did they make it that way?
 - Media Audiences – how are audiences categorised and appealed to?



Course Outline



**70% of grading is based on two exams at the end of Year 11.
30% of grading is based on your coursework project.**

Component 1

Will test your knowledge and understanding of film marketing and film industries, magazines, video games industries and audiences, newspapers, radio and advertising.

Component 2

Will test your knowledge and understanding of Sitcom TV Series and Music Videos.

Component 3

A creative production in which you will use your imagination and knowledge to design and create media products such as film posters and DVD covers or scenes from a documentary or new TV series.



Links to other subjects

Media Studies requires analytical skills that you would also use in **English** and **History**.

Media Studies also requires creative skills which would also be used in **ICT**, **Drama**, and **Art**.

If you enjoy any of these above subjects, then we would encourage you to take Media Studies.

Holcombe Habits



- **Questioning and posing problems** when analysing media texts – including in class debates.
- **Empathy and understanding** when studying the representation of people (including exploring racism, sexism and the use of stereotypes within the media) and the ways that audiences respond to the media.
- **Creative thinking** when designing and producing your own exciting media products.
- **Accuracy, clarity and precision** when writing about media texts and media theories.
- **Applying past knowledge** as Media Studies builds on skills and knowledge you have already gained in English, History, Art, Drama, ICT and other subjects.



Skills needed to succeed in Media



- Organisation and motivation
- A critical and open mind
- An fascination about popular culture such as television, film, radio, video games and social media, as well as an interest in how our society is influenced by the media that is all around us.
- Good communication skills for class discussions and in your written work
- Creativity and imagination for your coursework project



Career Pathways

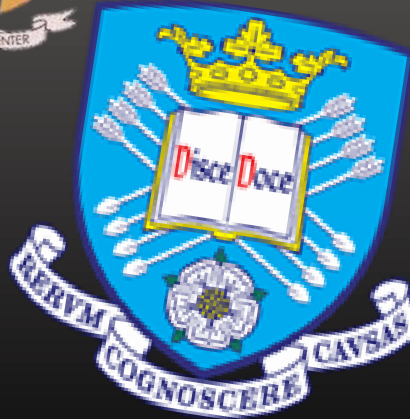


Media Studies really does open doors for you in the future, because it links so well to lots of other subjects and can lead into lots of different Sixth Form courses and careers, including...

Journalism	Photography
Graphic design	Web design
Film and television	Radio
Marketing	Computer game design
Public relations	Publishing
Writing	Editing



Top 10 Universities For Media Studies



- Loughborough University
- University of Lancaster
- University of Sheffield
- University of Strathclyde Glasgow
- University of Warwick
- University of Leeds
- University of Newcastle
- King's College London
- Cardiff University
- University of Birmingham



Mastery Endeavour Thinking

