

Media Studies

Curriculum

What does this course involve at Key Stage 4? This GCSE Media Studies course is designed to offer learners the opportunity to develop knowledge and understanding of key issues in established and evolving contemporary media forms as well as of significant media products from different historical periods. Learners will apply their knowledge and understanding of media theory to their own creative media production.

What do you need to be successful in this course? An interest across a range of media platforms such as TV, film, radio, magazine, newspapers, gaming, social media, online media, etc. is very desirable. You will need to be organised and have an interest in producing a creative media product of your own, using computers and cameras.

Curriculum Structure

Year 10

- Print advertising: Magazine and newspapers
 - Tabloids, Broadsheets
 - Advertising and marketing
- Coursework – Creating media products (Magazine front cover and double page spread)

Year 11

- TV – Sitcoms
 - Radio
- Music – Videos and websites
 - Video games

During this two-year GCSE course, you will study the four key concepts in media:

- Media language: How the media communicate meanings through their forms, codes and conventions
- Representation: How the media portray events, issues, individuals and social groups
- Media industries: How the media industries' processes of production, distribution and circulation affect media forms and platforms
- Audiences: How media forms target, reach and address audiences, how audiences interpret and respond to them, and how members of audiences become producers themselves.

In addition, to this, students will learn about the contexts (social, historical, cultural and political) to the media texts we study.

Examples of all of the following media forms will be studied:

- Advertising and marketing
- Film and television
- Magazines and newspapers
- Music videos and online, social and participatory media
- Newspapers
- Video games

Students will develop their creative skills in writing, design, layout, ICT and photography by creating their own magazine for coursework.

How will you be assessed?

There are two 90 minute written examination, worth 70% of the final grade.

There is one piece of coursework, worth 30% of the final grade.

The coursework will be completed in Year 10.

