

MEDIA STUDIES



Teacher in charge of Media Studies: Mrs A Bartlett
Teachers: Mrs A Bartlett, Ms S Webster,
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Examination Board: WJEC



Course Outline

Media in the 21st Century dominates our lives and the media we consume is the basis for the understanding of the world in which we live. Students who are interested in developing critical and analytical skills and have an interest in ethical, social and cultural issues will be suited to this course.

The course is designed to allow students the opportunity to explore a varied range of text types and comment in detail about the impact these have on an audience. Example texts are drawn from:

- 1 Television
- 2 Film
- 3 Advertising
- 4 Radio
- 5 Digital Media
- 6 Newspapers
- 7 Magazines

Entry Requirements

It is desirable that potential students will possess a C grade at GCSE English, as a large proportion is written work. Much of the course is spent analysing media texts, so an inquisitive mind and an ability to research independently is essential in order to successfully undertake the course. Whilst it is important that students possess a keen interest in television, film and music etc, successful students will also need to be creative and innovative.

The coursework elements of the course require a good creative level of ICT skill, a high standard of written accuracy and an ability to incorporate techniques into the work. Students should be able to communicate well with others, solve problems with developed questioning techniques and use excellent research skills to familiarise themselves with media theory.

What Will I Study?

This course enables students to study and explore how genre, representation and audience are hugely important in today's society. It allows them to analyse and question elements of modern society in a sophisticated manner. They will learn research skills and examine critical theory, applying these to popular media texts.

Some of the texts studied include: Slumdog Millionaire, Men's Health magazine, Dexter, The XFactor and The BBC News.

There will be opportunities to develop print and moving image production skills, through technical ICT procedures. There will be an important focus on de-constructing print, television and film representations and genre.

How Will I Be Assessed?

AS: MEDIA STUDIES

The course is split into two elements. An internally assessed coursework folder and a written examination. Both of these carry a 50% weighting towards the final grade.

MS1: Media Representations and Responses:

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This unit aims to provide candidates with a framework for analysing the media and requires them to explore representations and audience responses. Candidates will be encouraged to explore media through the study of genre, narrative and representation and make connections between the texts and audience responses to them. In the developing area of interactive media, this involves considering users and their interaction with texts. The representations of cultural groups, events, issues and their underlying messages and values will be explored using a range of approaches.

Assessment: A written examination paper of two and a half hours, consisting of three compulsory essay questions will be sat in the Summer.

MS2: Media Production Processes:

This unit is designed to enable candidates to demonstrate knowledge, understanding and skills in media production processes through research, planning, production and evaluation.

Assessment: Internally assessed and externally moderated coursework consisting of:

- Pre-Production (research + plan)
- Production (media text)
- Report 1200-1600 word essay

A2: MEDIA STUDIES

Media A2 is again assessed both through coursework and through an end of year external exam, both of equal weighting.

MS3: Media Investigation and Production

For the coursework element, students will have an opportunity to research an area of the media they have a particular interest in and produce media texts which reflect their research.

Candidates are required to produce three pieces of linked work which will be internally assessed.

- 1 Research Investigation
- 2 Production
- 3 Evaluation

MS4: Media Text, Industry and Audience

Written examination of two and a half hours based on the study of three different media industries.

Career Opportunities And Progression

This course opens up a vast number of career opportunities within: management, publishing, marketing, journalism, broadcasting, sales and advertising and the communications industry. This course will allow students to gain a solid understanding of how the media industry works.

Students can also use the key skills learned from the course (communication, working with others, problem solving, and ICT) to enhance their performance across any A2 subject. Students will learn excellent research and analytical skills, being able to use critical thinking in a number of other areas.

This course covers current issues and debates within the media, which makes it very relevant to the majority of occupations and many elements of a variety of degree courses.