

Media Studies

Key Stage 4

This GCSE Media Studies course has been designed for students interested in studying and creating the full range of media texts: print/web based media texts such as magazines, newspapers, comics, posters and websites as well as audio-visual media texts such as films, television, radio, music videos, podcasts, etc. The course encourages students to investigate and develop their knowledge and understanding of media theory and practice and includes creative and analytical work. It is designed to complement other GCSE subjects, such as English, and can also lead on to more advanced A level and BTEC courses. No previous knowledge is required.

Course Content

Students will study four specific areas:

- The Four Key Concepts of Media Studies: this area of study provides the theoretical underpinning to our studies of media companies, the texts they produce, the processes and systems through which they reach their desired audiences, and the interpretations of those texts by particular audiences;
- Print Media: this area of study calls for comparative analyses of print media texts and creative work;
- Cross-Media: this area of study focuses on advertising and marketing across different media platforms;
- Moving Image: this area of study focuses on practical and theoretical film production skills.

The course consists of the following structure:

- Introductory Unit in the Four Key Concepts of Media Studies
- Understanding the Media: Three Practical Assignments (preparation for controlled assessments)
- Investigating the Media (preparation for the external assessment).

Syllabus Details

GCSE Media Studies AQA

Assessment

Courses are assessed formatively through classwork tasks and homework tasks, and summatively through three controlled assessments (worth 60% of the total GCSE) and 1 external examination (worth 40% of the total GCSE).

Requirements

This is a varied and very enjoyable course. Students must be prepared to work individually and in groups and produce well-presented work according to strict deadlines and briefs. Confident ICT, creative and literacy skills are desirable.

Spiritual, Moral, Social and Cultural Education in Media Studies:

We teach modern British values through the study of various different forms of media that are consumed by the public. This will raise questions of: inequality and poverty and the ways in which this is portrayed in the media; the many different relationships within our society, and our ability to accept and understand them; the ways in which the British public are manipulated by the media as a reflection of current controversies or debates and; an evaluation of students' viewpoints in relation to these issues.

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