

# Media Studies



## What is GCSE Media all about?

The mass media (television, radio, cinema, newspapers and magazines, advertising, popular music, the internet) are an important and developing part of everyday life. We live in an age in which the media orientated landscape continues to grow and develop continually. We believe it is vitally important that young people cannot only access but understand how this world works.

Media Studies is concerned with understanding the ways in which the media works and how this information and entertainment is communicated to its audience. It also aims to help you learn to develop the skills to use the media effectively to communicate your own ideas. How are media texts targeted at particular audiences and how do they respond? To what extent does the media attempt to influence its audience – and how? And why? These are some of the questions we will explore.

## What topics will I cover?

As a Media Studies student you will study a number of media texts from a range of different platforms. This could include looking at the marketing of films and analysing film trailers, studying music promotion, television drama, internet advertising or the news media, for example: You will develop an understanding of the key concepts that underpin Media Studies – Media Language, Genre, Representation, Audience, Institutions and Values – and learn how to apply these to the texts you have studied and to the texts you will create.

You will also be trained in the use of media technology; for example the use of digital cameras and relevant software to create and manipulate images and the use of video cameras and professional editing software to create your own moving image productions. Media Studies has a dedicated classroom in G block equipped with 23 PCs and the Adobe Creative Suite package of professional media software.

## How am I assessed?

### Television & Promoting Media – Written paper 35% of GCSE

Learners will explore how media products follow generic conventions, use media language, represent events, issues, places, individuals and social groups, address audiences and reflect their industrial context.

### Music & News – Written Paper 35% of GCSE

Learners will apply the theoretical framework and theoretical perspectives to three in-depth studies. Students will look at a variety of print texts, as well as different AV texts which focus on music (BBC Live Lounge and Music Videos).

### Creating Media – Practical 30% of GCSE

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.

## What examination board will I follow?

OCR

## Who should I speak to for further information?

Mr O Connor