

# Media Studies

**Qualification:** GCSE

**Exam Board:** AQA

## Introduction

Where would we be without the media? It is everywhere. The mass media play an increasingly important role in today's society, providing us with information and entertainment. In addition the media play an important part in shaping attitudes and social values. Completing a course in Media Studies enables students to develop a critical understanding of the role of mass media in society through theoretical understanding and the development of practical skills.

## Course content

Media Studies consists of four key concepts:

- Media Language: forms and conventions
- Audience
- Institutions
- Representation

Under each key concept students must study a minimum of three of the following media:

- Film – Horror
- Film – Action/Adventure
- Advertising
- Music and the industry
- British Comics

## Assessment

Media Studies is assessed through a combination of Exam and Coursework. The written exam attributes to 40% of the overall grade, with the remaining 60% awarded for the coursework. Students will produce 2 pieces of coursework for each of the three topics that they study, as well as a large practical coursework project that makes up a large proportion of the coursework percentage. The exam itself is a 1hr 30min exam, based on pre-release material.

## Why study Media Studies?

**Opportunities for further study and career pathways:** Media Studies combines skills that students may already have focussed on in Key Stage 3 English, Art and ICT. It is a firm basis for studying Media or Film Studies at A-Level and higher education.

Media Studies explains how different forms of media communication are constructed, giving students the ability to decode media texts and their often less than obvious meanings, which employers find a valuable quality. It allows you to acquire the key creative and technical skills that enable you to work with and communicate through modern mass media from advertising via journalism to audio and video production.

**For further information contact:** Richard Collis, Head of Media Studies