

POST 16 SUBJECT OVERVIEW

Name of Subject

Media Studies

Which Examination Specification is Studied for this Course?

Eduqas

Why should I study this course?

Media is truly a contemporary subject that is present in all of our lives as it has permeated everything we do socially, for entertainment, in education, and in sharing information.

Examining media such as newspapers, websites, films and television, advertising and posters helps us to understand the world around us and how it influences our preferences and behaviour. Media encourages discussion and debate by using a range of theories grounded in language, representation, industries, and audiences.

Media is a stimulating academic subject that is useful if you wish to explore any of these career options: broadcasting and producing, writing, social media manager, web content manager, programme researcher, multimedia specialist, public relations, advertising and marketing, journalism and design.

Course Breakdown

Year 12 and Year 13

Introduction to Theoretical Framework

Online Media **INCLUDING Alfie Dayes**

Advertising and Marketing

Gaming **INCLUDING Assassin's Creed Franchise**

Film Industry **INCLUDING Black Panther and I, Daniel Blake**

Newspapers and Magazines **INCLUDING Vogue and The Big Issue**

Music Videos **INCLUDING Beyoncé and Vance Joy**

Practical Skills **INCLUDING film editing and print construction**

Texts and products studied will vary year to year to remain contemporary.

How Is the Course Assessed?

Year 13

Paper 1: Media Products, Industries and Audiences

Exam: 2 hours 15 minutes worth 35% of overall grade.

Paper 2: Media Forms and Products in Depth

Exam: 2 hours 30 minutes worth 35% of overall grade.

Non exam assessment: Cross-Media Production- Students independently create media products. 30% of overall grade.

Who is suitable to study this course?

Anyone who has an Interest in film and television and current affairs.

Students must be dedicated and willing to spend time outside of class preparing for lessons through independent reading or research. There is an expectation that pupils will spend an equal amount of time outside of lessons studying or reading.

What GCSE Qualifications Support the Study of this Course?

English Literature, English Language, iMedia, Media Studies, Film Studies

What are the Qualification Requirements for this Course?



5 and above in Literature and Language.

How is the Course Delivered?

In the past, the Media Studies course has been delivered by two teachers who divide the course into two. As the examination falls under two papers, each teacher is responsible for half of the course. There is typically 4 hours a week of Media Studies as well as independent time in which further reading, homework and coursework will need to be completed.

Subject Overview				
Half Term	Year 12		Year 13	
Autumn 1	Introduction to Media. Language, terminology, theory and application		Component 1B: Video games	Component 3: NEA practical work and completion
Autumn 2	Component 1A: Advertising and Marketing	Component 2A: Television	Component 1A: Revision with Media Contexts	Component 2: Section A Revision
Spring 1	Component 1A: Music videos	Component 2B: Magazines	Component 1B: Revision with Media Contexts	Component 2: Section B Revision
Spring 2	Component 1A: Newspapers (in-depth study)	Component 2C: Online, social and participatory media	Component 1A and B: Approaches to exam responses	Component 2: Section C Revision
Summer 1	Component 1B: Film (crossmedia study, including film marketing)	Component 2: Approaches to exam responses	Exam revision and final exams	
Summer 2	Component 1B: Radio	Component 3: NEA Preparation		

How is the Course Assessed?

Detail the examination and coursework break down and the assessment objectives, add in about the assessments and Praising Stars etc

Assessments will be undertaken regularly with all homework being marked in line with the examination process.

ASSESSMENT OBJECTIVES

AO1: Demonstrate knowledge and understanding of:

- the theoretical framework of media
- contexts of media and their influence on media products and processes.

AO2: Apply knowledge and understanding of the theoretical framework of media to:

- analyse media products, including in relation to their contexts and through the use of academic theories
- evaluate academic theories
- make judgements and draw conclusions.

AO3: Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.

The table below shows the weighting of each assessment objective for each component and for the qualification.

	AO1	AO2	AO3	Total
Component 1	17.5%	17.5%	-	35%
Component 2	17.5%	17.5%	-	35%
Component 3	-	-	30%	30%
Total	35%	35%	30%	100%

What is our Recommended Subject Reading list to Support your Study? - Book list can also include articles, websites, podcast, wider reading, links to a school intranet of resources etc

Summary of Theories that we cover in the course which further reading will be required.

MEDIA LANGUAGE

Semiotics - Roland Barthes
Narratology - Tzvetan Todorov
Genre theory - Steve Neale
Structuralism - Claude Lévi-Strauss
Postmodernism - Jean Baudrillard

REPRESENTATION

Theories of representation - Stuart Hall
Theories of identity - David Gauntlett
Feminist theory - Liesbet van Zoonen, Bell Hooks,
Theories of gender performativity - Judith Butler
Theories around ethnicity and postcolonial theory - Paul Gilroy

MEDIA INDUSTRIES

Power and media industries - Curran and Seaton
Regulation - Sonia Livingstone and Peter Lunt
Cultural industries - David Hesmondhalgh

AUDIENCES

Media effects - Albert Bandura
Cultivation theory - George Gerbner
Reception theory - Stuart Hall
Fandom - Henry Jenkins
'End of audience' theories - Clay Shirky

