



## MEDIA STUDIES

### Why is the study of GCSE Media Studies important?

In the ever changing digital world, digital media is the method of choice for people to access information. GCSE Media Studies explores the world of the Media, including film, television, gaming, radio, magazines and newspapers. Not only is it about exploring how media texts are created and received but it is also about creating suitable products for audience and purpose. It requires being able to justify decisions as to the reasons for design choices and how they are a suitable medium within an industry. You'll cover all aspects of media including language, representations, industries and audiences, giving students both an overall and in-depth understanding of how media represents the world.

Through the study of GCSE Media, you will learn about how media products are created and how they engage a certain audience. You will learn about Media theory and how media products have changed over time. As well as learning how the Media industry works, you will be expected to plan and design a product to meet the brief of a user. You will learn how to plan, create and evaluate the impact of a media product. How we communicate and interact with technology has changed significantly in recent years. Having the skills to understand Media, and its impact on society, is more relevant than ever. This study helps develop effective communication.

### What skills with the study of Media Studies teach you?

The skills you will learn through GCSE Media Studies include:

- An understanding of how media products are created and targeted to specific audiences.
- An understanding of how cultural and historical context impacts on both the creation of media products and how they are received.
- An understanding of how and why audiences engage with media texts.
- An opportunity to create a media text that is suitable for audience and purpose

### What will you know and understand from your study of GCSE Media Studies?

- how to use, plan and create a product in line with a brief and targeted audience.
- how to interpret client requirements and produce plans
- how to analyse a range of media products for audience and purpose
- how media products need to be adapted to be suitable for their use and audience

### How does your study of GCSE Media support your study in other subjects?

The design principles and the analytical skills you learn in GCSE Media Studies are directly transferable across all subjects in the curriculum. GCSE Media Studies is about analysing media texts and applying these design concepts when creating other documents or products in other subjects still applies.

### How can you deepen your understanding of GCSE Media Studies?

GCSE Media Studies is all around us, and taking an interest in the products that you may see on social media such as videos, graphics etc not just for their content but also the underlying design principles around them. Why is a video constructed in the way it is?

Why do magazines design and layout their front cover in the way they do? These questions will further deepen your understanding within the subject. Immersing yourself in digital media will certainly help deepen your knowledge and understanding of media products.

### **How are you assessed in GCSE Media Studies?**

GCSE Media Studies is assessed through a range of non-examined assessment and external assessments. There are three units in total. There are 19 Close Study Products across 9 different media platforms that are explored through the course and these are assessed through two 1 hour 30 minute exams. Short, medium and extended response questions assessing depth of knowledge and understanding of the course. This contributes to 70% of the overall qualification.

For the non-examined assessment, you are assessed on your application of knowledge and understanding of the theoretical framework and ability to create media products. You are expected to create a statement of intent and a media product for an intended audience. This contributes to 30% of the overall qualification.

### **How can GCSE Media support your future?**

There are a wide range of ICT & media based courses offered post-GCSE at colleges and sixth form providers. Due to GCSE Media Studies being a wide ranging curriculum which develops analytical skills, this allows for many avenues to be explored into higher and further education. There are a vast range of courses offered at university that target media, either through the production, design or publicising through this media.

Careers that the study of GCSE Media support include:

- Teacher/Lecturer of Media Studies
- Web designer
- Graphics design
- Video production
- Social media publicist
- Media Marketing Director
- Journalist

**CURRICULUM PROGRESSION PATHWAY FOR GCSE MEDIA STUDIES AT OUTWOOD ACADEMY HASLAND HALL**

	<b>YEAR 1</b>	<b>YEAR 2</b>
<b>Autumn 1</b>	<ul style="list-style-type: none"> <li>• Introduction to the World of Media</li> <li>• A range of print media explored</li> </ul>	<ul style="list-style-type: none"> <li>• Close Study Product Radio</li> <li>• Synoptic-analysing print media texts</li> <li>• Media Language</li> <li>• Media Representation</li> <li>• Media Audiences</li> <li>• Media Industries</li> <li>• Historical, cultural contexts</li> </ul>
<b>Autumn 2</b>	<ul style="list-style-type: none"> <li>• Close Study Product TV</li> <li>• Media Language</li> <li>• Media Representation</li> <li>• Media Audiences</li> <li>• Media Industries</li> <li>• Historical, cultural contexts</li> </ul>	<ul style="list-style-type: none"> <li>• Close Study Product Newspapers</li> <li>• Media Language</li> <li>• Media Representation</li> <li>• Media Audiences</li> <li>• Media Industries</li> <li>• Historical, cultural contexts</li> <li>• Close Study Product Film</li> <li>• Media Industries</li> </ul>
<b>Spring 1</b>	<ul style="list-style-type: none"> <li>• Close Study Product Online, Social and Participatory Media.</li> <li>• Close Study Product Gaming</li> <li>• Media Language</li> <li>• Media Representation</li> <li>• Media Audiences</li> <li>• Media Industries</li> <li>• Historical, cultural contexts</li> </ul>	<ul style="list-style-type: none"> <li>• NEA planning and preparation</li> <li>• Writing of Statement of intent</li> <li>• Revision of Close Study Products</li> </ul>
<b>Spring 2</b>	<ul style="list-style-type: none"> <li>• Close Study Product Advertising and Marketing</li> <li>• Media Language</li> <li>• Media Representation</li> <li>• Media Audiences</li> <li>• Media Industries</li> <li>• Historical, cultural contexts</li> </ul>	<ul style="list-style-type: none"> <li>• NEA production work</li> <li>• Revision of Close Study Products</li> </ul>
<b>Summer 1</b>	<ul style="list-style-type: none"> <li>• Close Study Product Magazines.</li> <li>• Close Study Product Newspapers.</li> <li>• Media Language</li> <li>• Media Representation</li> <li>• Media Audiences</li> <li>• Media Industries</li> <li>• Historical, cultural contexts</li> </ul>	<ul style="list-style-type: none"> <li>• Final Exam Prep</li> </ul>
<b>Summer 2</b>	<ul style="list-style-type: none"> <li>• Close Study Product Music Videos.</li> <li>• Close Study Product Newspapers.</li> <li>• Media Language</li> <li>• Media Representation</li> <li>• Media Audiences</li> <li>• Media Industries</li> <li>• Historical, cultural contexts</li> </ul>	