



## MEDIA STUDIES

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

The media is an essential part of modern society and culture, and our perception and outlook of the world is shaped through the viewpoints, representations and messages offered by the media. We can learn a lot about communication, participation in society and expressions of culture through relevant media. There are ongoing developments and opportunities to interact with the media which is forever growing and evolving in contemporary life. Media Studies GCSE is taught over three hours a week in Year 10 and follows the WJEC Eduqas GCSE (9-1) in MEDIA STUDIES Specification.

Students study a range of media forms in line with a theoretical framework. The framework consists of media language, representation, media industries and audiences. There is also a strong focus on context: historical, political, social and cultural. Through application of all areas of the framework, the following forms are studied in depth: newspapers, television, music video and online, social and participatory media. Advertising and marketing, film, video games, radio and magazines are studied in relation to selected areas of the framework.

Students are required to study a wide range of media products, reflecting different forms, historical periods and audiences. The majority of products are set by WJEC, but students will also be required to study additional age appropriate products chosen by the course teacher in preparation for unseen questions in the exam. All media products set by WJEC will be age appropriate.

### **What skills will the study of Media Studies teach you?**

This specification enables learners to develop a range of skills in both analysing and creating media products. Students will:

- demonstrate skills of enquiry, critical thinking and analysis
- analyse and compare how media products construct and communicate meaning and generate intended interpretations and responses
- respond through discursive writing to show knowledge and understanding of media issues
- use specialist subject-specific terminology appropriately.

In creating a media production, learners will:

- develop practical and decision-making skills
- apply knowledge and understanding of media language and representation to a media production
- use media language to express and communicate meaning to an intended audience.

## **Curriculum Progression Pathway - Media Studies**

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

The course allows students to develop understanding of the impact of media through online media-focusing on music and newspapers websites, advertising and marketing- film posters and consumer brands, magazines- targeted at specific niche audiences, TV Sitcoms and their representation of characters, the film industry, modern computer games and a traditional radio 4 soap opera.

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

Students are encouraged to access media forms as part of their independent study including accessing newspapers, magazines and online media.

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

There are 5 assessment points in the year that we term Praising Stars<sup>®</sup>. We assess how students at their current stage of study are on track to reach their end of stage targets which are formulated on aspirational expectation from their KS2 starting points. We make an informed prediction from our holistic assessments based on our subject mapping of expectation across the Media Studies curriculum.

#### **Component 1**

Exploring the Media Written examination: 1 hour 30 minutes 40% of qualification 80 marks

#### **Component 2**

Understanding Media Forms and Products Written examination: 1 hour 30 minutes 30% of qualification 60 marks

#### **Component 3**

Creating Media Products Non-exam assessment: internally assessed and externally moderated by WJEC 30% of qualification 60 marks Component 3 draws together knowledge and understanding of the media theoretical framework gained throughout the course by requiring students to apply their knowledge and understanding of the media through a practical production in response to a choice of briefs set by WJEC.

### **Key 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** - Analyse media products using the theoretical framework of media, including in relation to their contexts, to make judgements and draw conclusions.

**A03** - Create media products for an intended audience, by applying knowledge and understanding of the theoretical framework of media to communicate meaning.

Media Studies can lead to a wide range of careers:

- Journalism
  - TV/ Film producer
  - Screenwriter
  - Camera Operator
  - Web Editor
  - Post-production Editor
  - Cinematographer
  - Social Media Manager
- to name but a few potential areas.



